

# PRINTERS' INK

Registered U. S. Patent Office  
JOURNAL FOR ADVERTISERS  
165 Madison Avenue, New York City

Vol. CXL, No. 1

NEW YORK, JULY 7, 1927

10c A COPY

B. A. I. S. 1923 with  
N. W. Ayer & Son

## *If 365 days were rolled into one*

THE American housewife does not create much excitement when she orders a pound of butter, a quart of milk or a six-pound roast.

But what if she should phone for 100 pounds of butter, 832 quarts of milk, 75 dozen eggs, 600 pounds of meat and two tons of ice (a year's supply for a family of four). Can't you just see the tradesmen going into a huddle to determine the mental status of Mrs. Americana? Even the lady could be expected to wonder how she was going to keep all the perishables she ordered.



Refrigerator advertising for the most part has been just as unexciting as a daily market order. But Gibson refrigerator advertising, in its startling presentation of big eggs, mammoth bottles of milk and mountain-sized blocks of ice, has visualized the keeping qualities of the Gibson so dramatically that American housewives have come to know it as an ideal device for food protection. To supply the demand the Gibson Refrigerator Company, of Greenville, Michigan, is obliged to turn out one complete refrigerator every minute of the working day, every working day of the year.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





# FORMS

# NOW CLOSING

Approximately \$300,000,000 of purchases are made annually from new sources of supply through use of Thomas Register—this is clearly indicated by a careful investigation now being conducted—particulars upon request.

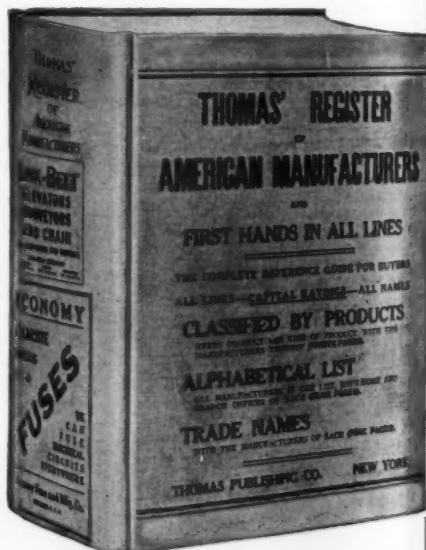
*The only  
"Paid" circu-  
lation work of  
its kind.  
(Nearly 90%  
paid)*



*It aims at  
100% com-  
pleteness, re-  
gardless of  
advertis-  
ing. That is  
why*

**BIG  
BUYERS  
Prefer it.**

**A. B. C.  
MEMBER  
(THE ONLY ONE)**



**"Out of Thomas' Often Out of Sight"**  
**AT THE BUYING MOMENT**

July 7, 1927

119/28  
163.2  
051  
P93  
V.140  
P.1  
Jl.7-  
Aug. 11.  
1927.

# PRINTERS' INK 17

Registered U. S. Patent Office

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Vol. CXL

NEW YORK, JULY 7, 1927

No. 1

## How the Department Store Views National Advertising

Opposition Comes Largely from Desire to Control Own Merchandise, This Department Store Advertising Manager Says

By Ralph L. Yonker

Advertising Manager, The J. L. Hudson Company, Detroit

[EDITORIAL NOTE: Members of the Association of National Advertisers, at their recent convention in Detroit, listened with great interest to a presentation by Ralph L. Yonker, advertising manager of The J. L. Hudson Company, of that city, on the department store's attitude toward nationally advertised goods. There was plenty of discussion, both for and against Mr. Yonker's view that the department store is economically correct in its policy of using private brands of merchandise so far as possible. We asked Mr. Yonker to prepare for PRINTERS' INK an article bringing out the main portions of his address.]

Advertisers may not agree with some of its conclusions any more than we do. Nevertheless, the article is well tempered and thoughtful. As such, it merits a careful reading. There certainly ought to be a common ground whereon national advertisers and great department stores should meet for mutual advantage. Frank discussions of disputed points are one means to this end.]

THE Capper-Kelly Bill, which national advertisers generally favor and department stores generally oppose, has forced a discussion of the whole economic problem of national advertising as it affects retailers. A few weeks ago, it was my privilege to address the Association of National Advertisers on this subject. I told the members that department store executives sometimes are in a quandary about national advertising, realizing that its very strength has possibilities of being used to their distinct disadvantage.

Reiterating the same view here in PRINTERS' INK, I will say that,

in general, this condition is caused by the fact that the national advertiser and the department store are both striving for the same goal. The ambition of both is not merely to sell some merchandise but to create good-will and, so far as possible, to secure domination of the market. The two elements then, strictly speaking, are really competitors.

Every national advertiser is working—and rightly so—to establish his product so that it will be preferred to that of his competitors. His ambition, which is an entirely correct one from his standpoint, is to create such an insistent demand for his brand that if any one particular store does not wish to carry it, the public will buy it from the store across the street.

J. K. MacNeill, sales manager of Hewes & Potter, in taking issue with Michaels-Stern on their decision to discontinue national advertising, points out that:

"Michaels-Stern admit a weakness in their own method when they are sold on making the retailer the key man in the distribution of clothing. Supposing a retailer goes out of business? What is there left for the manufacturer whose brand is not known and who depended on that retailer for all the business in that community? And retailers do change, as our mailing lists show, at the

rate of 20 per cent in one year."

The department store, on the other hand, wants to create for its own merchandise the same sort of acceptance with its own clientele—an acceptance so solidly built that no national advertiser can shake it by withdrawing his merchandise, putting it in another store or by any other means. It is with this idea in mind that department stores are giving a good deal of thought to the problems raised by national advertising.

A confidential exchange among department store advertising managers reaching my desk last week said:

"I note one of our stores tying up with the Blank campaign which includes distributing samples of this material. We did it last year, and now our buyer has discontinued the line, while two of our competitors are making much capital of its acquisition. The buyer claims that the merchandise did not sell. But heaven only knows what the truth is, because last year it was his representation of the powerful selling qualities of the merchandise which led us to deviate from our general policy with regard to advertising manufacturers' brands."

I am mentioning this instance as indicating the trend of thought among certain department stores.

Here is another significant fact:

A large group of department stores has unanimously discontinued its practice of crediting extra allowances for advertising to the advertising account. Instead, they credit it to the merchandise account. This policy was adopted by the comptrollers and unanimously indorsed by the advertising managers. Of course, it actually makes no difference except perhaps to bookkeeping, as the money eventually goes into the same pocket, but in the opinion of the comptrollers, it gives a truer picture of the promotional efforts of the store than when certain charges were lost sight of in manufacturers' appropriations.

Also, it was felt that crediting manufacturers' appropriations to advertising was too apt to induce the advertising departments to

spend money lavishly and unwisely, in as much as they were not charged with it. Furthermore, it was thought that it was apt to influence the advertising departments to over-emphasize certain manufacturers' merchandise at the expense of other merchandise which the store could handle to better advantage.

It will be seen from this that department stores have been giving the matter serious thought. The cause is a series of unpleasant experiences with nationally advertised merchandise.

To understand just how serious these experiences are to a department store it must be remembered that a department store prospers or dies as it succeeds, or fails to succeed, in impressing upon the public the fact that it is a good store in which to shop for quality, service and value, as compared to its competition. It prospers as it succeeds either in furnishing merchandise that cannot be had elsewhere, or in backing up its merchandise by better service (which includes better stocks and better selections) or in furnishing at generally lower prices the same merchandise as can be found in other stores.

In order to do that, it is evident that the store must maintain sufficient control over its merchandise, its prices and other factors so that it can build good-will, prestige and a clientele which will remain faithful to that store independent of national advertisers and nationally advertised merchandise.

It is just that thing which the far-sighted department store is attempting to do. And here are some typical experiences which have made department stores a little wary of forming too close an alliance with national advertisers.

I know of a department store that during the war tied itself up with the manufacturer of an electric appliance, obtaining the exclusive agency in its city. Working with the manufacturer, the store spent thousands of dollars advertising that appliance and backing it generally. Following





## A CLIENT TOUR

HERE would be the itinerary of anyone starting out to visit all the places whose advertising is handled by the McCann Company: First he would go to the majestic Berkshire Hills of Massachusetts. Then to the beauties of our national playground, the State of Maine. Next to Jasper National Park in the heart of the Canadian Rockies reached via the Canadian National Railways (also a client). Following this, up to Alaska with its Totem Poles. Then down to California with stop over visits at Yosemite National Park and Santa Barbara. After this across the Pacific to the Hawaiian Islands, gems of the Pacific. Then back to America and eastward to the healthful climate of Tucson and Phoenix, Arizona. Next to El Paso, Texas, with its side-trip across the border to Mexico. And finally to Erie, Pennsylvania—thus completing a journey of over 10,000 miles.

## THE H. K. McCANN COMPANY

*Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES



SAN FRANCISCO

SEATTLE  
MONTREAL

DENVER  
TORONTO

the war, the policies of the manufacturer were changed sharply. Instead of relying on one large distributor in each city, he demanded more outlets. The result was that this commodity was placed, not only with competitors downtown, but in many neighborhood stores. These competitors and neighborhood stores actually capitalized on the fact that such and such a store downtown had for years recommended it. The store itself continued to handle the appliance, but felt that it had spent a large amount of money for distribution for the manufacturer with final loss of both advertising effort and prestige with the public.

A corset manufacturer had a similar agreement with a large store. Money was spent in advertising on a fifty-fifty basis until such time as the store felt that it could not handle certain of the manufacturer's lines, with the result that a cheap nearby store suddenly announced a sale at reduced prices on the subterfuge that they were broken lines. The result was that the money which had been spent by the store in building up the project and a definite clientele was, to a large extent, wasted.

There is in Detroit a certain type of shoe which has for years been carried and advertised by a high-class specialty shop. It is now being offered by a popular-price department store. The department store, of course, is merely taking advantage of the good name of this brand of shoe, and the high-class specialty shop which for years built it up can do nothing about it but regret that it has built up business and prestige for the branded article.

I know of a brand of shoes that was discontinued in a large department store because the manufacturer had a factory branch in the same city and it was found impossible to control the distribution of this shoe.

I know of another case in which, the national advertiser of an electric appliance advertised terms of payment which were directly

against the policy that one particular store had found to be most satisfactory. The dilemma that this store found itself in was that it had to suffer unfavorable competition in this article or violate one of its best established policies.

These are but a few examples of the experiences department stores have gone through in connection with the control of merchandise. Now if there were no satisfactory and profitable way out, the large department store would have to accept the situation. But fortunately for department stores, there is a way out and they are using it. Where they are strong enough they have established their own merchandise so that they can definitely control standards of quality, value, prices and other factors. They have even gone so far as to establish their own brands, doing exactly the same kind of a job locally that national advertisers have done nationally.

One large department store during the last month used in its headlines the names of seventy-two of its own brands as against fifty-eight manufacturers' brands.

Department stores have their own brands on almost all sorts of merchandise including corsets, hosiery, dresses, coats, toilet goods, silks, stationery, underwear, men's clothing, boys' clothing, luggage, furniture, and even electric appliances such as radios and phonographs. Not only that, but groups of stores have established their own brands and have advertised them nationally.

The corset department of a certain store now sells approximately 25 per cent of its merchandise as national brands, almost as much in its own brands, and the balance with no brand name. Five years ago, it sold 70 per cent under national brands and none under its own brands.

A certain store tells me that 75 per cent of its volume in hosiery is in its own brand as against 10 per cent in national brands.

From the standpoint of the department store, the basic differ-

Those advertisers  
are successful who  
have learned by  
experience that  
only Brooklyn  
newspapers  
"cover Brooklyn."

The Standard  
Union daily cir-  
culation leads.

*R. G. R. Hunsiman*  
Publisher

Largest Week-day Circulation of any Brooklyn Newspaper

ence between privately branded and nationally branded merchandise is in the matter of control. If the makers of Pelham suits do not maintain the comparative quality a store demands, it can have Pelham suits made by one of twenty other makers who will satisfy those standards. It can keep faith with its customers by changing resources without any danger of losing business or prestige, because its guarantee is accepted for every Pelham suit. If a similar situation arose with a nationally advertised brand, it would be threatened with both loss of business (at least temporarily) and loss of prestige if the manufacturer gave his brand to a competitor.

I have gone into this trend of department store thinking at such length because I have felt that it might give advertisers a clearer idea of the background. And I am glad also to give some concrete suggestions as to what could well be done about it.

In the first place, the advertiser should spend all the money he consistently can through the well-established department store's regular advertising columns whenever he can get a store to accept it. As I have said, many of the better established stores are beginning to feel that such an arrangement is of far more value to the manufacturer than it is to the dealer.

Second, he should remember that department store advertising managers generally take this attitude: If by mentioning the branded merchandise in store advertising some benefit from the prestige, good-will and national advertising of a product can be secured for the store, without danger of sacrificing too much in the way of future control, it is good policy to do so. On the other hand, for some of the reasons explained previously, the department store is loath to lend its name to building up a brand or product the present standing and future of which is problematical.

Third, he should remember that each store wishes to preserve its

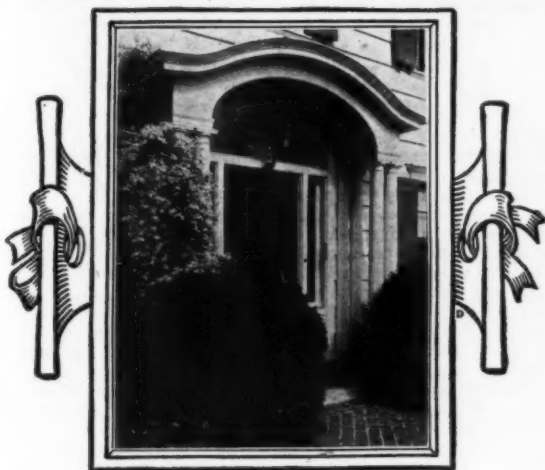
own personality and its own policies and that any attempt to dictate type of advertising, type of display, method of selling, terms and similar matters is resented. If the advertiser wants to get best results with big stores he should furnish information and material and leave the rest to the judgment of the store.

In this connection, there is a point that may seem silly to national advertisers but which is important to the store advertiser. The advertising manager does not wish to under-emphasize the store's merchandise advertised in a regular way by over-emphasizing any one brand. Also, in this connection, the advertiser in a big store is sometimes suspicious that a desire to make a big advertising splurge over the signature of a leading store is done more with an eye to influencing other dealers than for legitimate business. He does not welcome this because it makes his job of keeping down legitimate advertising expenses harder.

Fourth, the advertiser should quit sending tons of literature and display matter promiscuously to large and small stores. Much of the material that comes unsolicited to large stores is not usable. Most stores insist that all literature shall bear their names properly imprinted. They control the distribution of it. If it is to be taken at all seriously they want it to conform to their policies. They particularly resent superlatives and direct or inferred reference to other merchandise. For example: One statement tells us that a certain appliance does a real job that with any other make would be impossible. A beautiful booklet tells our customers that a certain appliance completely antiquates the other four or five we sell. Another is "without a peer." And a third is "first choice of the world."

In my estimation, here are the two big things to be done: The advertiser should establish, as the policy of his company, a program that will assure the large department

*(Continued on page 178)*



## JUST ONE OF THE 90,000 FOR INSTANCE . . .

"I sent her (a bride) The House Beautiful (for Christmas). Result—a new home of more personality than most couples attain after years of experiment . . .".

Simple Words, these . . .

But in one short sentence they tell how The House Beautiful functions . . .

For the benefit of its 90,000 readers—  
And the profit of its advertisers!

Circulation 80,000 Net Paid (A. B. C.)  
Rebate-Backed, Guaranteed with  
a surplus in excess of 10,000 more.

**THE HOUSE BEAUTIFUL PUBLISHING CORP.**

*A Member of the Class Group*

8 Arlington Street

Boston, Mass.

# Arm's Length Copy

The Copy Writer Must Dwell in the Atmosphere of the Product—When He Stands Even an Arm's Length Away, the Copy Promptly Shows It

By Leo C. Smith

Copy Chief, Olson & Enzinger, Inc.

THERE is one rule in copy writing that remedies more ills than any one other principle I know of. It is aptly illustrated by that mossy story of the small boy who was sent to search for a lost cow. On returning with the cow in a surprisingly short time, he was asked how he succeeded in locating the animal. "It was easy," he replied. "I just asked myself where I would go if I were a cow, and I went to a green pasture up the road."

His process of thinking sent him in the right direction, without waste of time. He was close to his subject. He knew the habits of cows.

The advertising writer who would produce strong copy must know the habits of his public. To familiarize himself with the advertiser's product is not enough. He may turn it inside out, saw it in two, X-ray it, chemically analyze it—yet if he does not take it out into the big, wide world among its users, he will know little about it from an advertising standpoint.

The application and use of products is often the stumbling block to unimaginative writers. Perhaps this is the reason why so much lifeless copy, purely descriptive of the product, comes out of the copy mill. The copy writer cannot take the products assigned to him, personally sell them, and watch the reactions of the users over a period of time. But he can develop his imagination. He can get into the habit of projecting his mind out into the field of service inhabited by the products of which he writes.

It cannot be denied that the real source of inspiration in writing copy lies *beyond* the product, rather than *within* it. A powerful, roaring airplane motor in-

creases in interest a thousandfold when you anticipate the release of that power on a hazardous transatlantic flight.

Likewise, a heat regulator strikes a vulnerable spot in human consciousness when you tell Mr. Homeowner it wakes up the fire in the morning so he can sleep an hour longer. In the same way, fence becomes more than steel posts and fabric when you tell parents it provides a safe backyard playground where privacy prevails and the children can play safely.

So it is with every product, however commonplace that product may seem. Interest, inspiration and romance are embodied in its uses and only need to be discovered by the copy writer. But he must get close to his subject. He must dwell in the atmosphere of the product he is writing about and refuse to stand away even at an arm's length.

Who, for a moment, can doubt the effectiveness of the copy which talks to a mother in this personal way: "You know how a mother buys an undergarment for her baby. She tries its softness with her finger tips; presses it against her own cheek to make certain that the fibres will not roughen or chafe."

Decidedly human copy. Any mother would "listen" to a story like that.

Another writer states that a certain product "brings a rose tint to your cheeks that your mirror declares is your own."

A simple statement, but a picture that takes hold.

Again, in the following, observe how the copy writer draws an intimate picture with a strong sales appeal. "First thing he knew, all his rigidity and reserve had fled, and he was swinging contentedly

---

**MILWAUKEE—First City in Diversity of Industries!**

---

# Shooting a “Hole in One”

**E**ACH of the twelve national sport goods advertisers in Milwaukee during 1926 used *The Journal* exclusively to sell a maximum volume of goods in this prosperous territory at one low advertising cost per sale—

<i>Agfa Films</i>	<i>Meccano Toys</i>
<i>AnSCO Films</i>	<i>Pathex Cameras</i>
<i>Arco Skates</i>	<i>Spalding Products</i>
<i>Brownie Cameras</i>	<i>Kroydon Golf Clubs</i>
<i>Goodyear Golf Balls</i>	<i>Nestor Johnson Skates</i>
<i>Brunswick Billiard Tables</i>	<i>Alfred Johnson Skates</i>

The most successful advertisers in all lines thoroughly cover and sell the rich and stable Milwaukee-Wisconsin market through *The Milwaukee Journal* alone.

**THE MILWAUKEE JOURNAL**  
 **FIRST BY MERIT** 

---

**WISCONSIN—First State in Value of Dairy Products!**

---



and talking freely. No one can sit in that swing before a crackling fire and not loosen up."

Rain drops may be simply rain drops to most people but the imaginative writer gives you this interesting picture: "Drip, drip, drip run the rain drops probing for tiniest cracks to slither through."

Such intimate pictures, gripping in the extreme, cannot be formed except through a clear vision of the purpose and application of the product. Writers of outdoor copy avidly seize the opportunity offered to build "picture copy" that tugs at the heart strings. Perhaps the reason for this lies in the fact that the spirit of the great outdoors lives in the blood of all of us, or at least most of us. The things we like are the easiest to write about. We place ourselves in the picture and build the story around us.

And that is exactly what should be done in each and every instance of copy writing. Only by so doing can copy be achieved that is at the same time interesting and sincere. The writer who follows through to the user is certain to inject a ring of conviction into copy. He need have no fear of being accused either of artificiality or superficiality. And never will he suffer from a dearth of ideas.

There is nothing new about this type of copy. But, considering all that has been said and written on the subject, copy with a close, intimate touch is too infrequently encountered.

How can the copy writer acquire the viewpoint which is so necessary to this type of copy? It is obvious that he must know the people who are to use the product. The more he knows of their thoughts, habits and desires in relation to the product, the stronger his copy will be.

How, when, and where should this study of people be made? The copy writer never knows what product he may be called upon next to write about. Therefore, it behooves him to study people of all types and habits wherever he finds them. By all means, he should know the average man and

the average woman, for they more often comprise his advertising audience.

To find and study people, the copy man must go where people are and follow their living habits from early morning through the day, and into the night. But where can he find them? How far must his search extend?

Never has it been easier to study people than it is today. From the far corners of the earth they come almost to every man's doorstep. They live on the screen, on the stage, in books, periodicals and newspapers. Through personal contact, people may be studied in homes, offices, club rooms, churches.

Mr. Business Man may be one character in his office and an altogether different type on the golf links. You can't talk to him in the same language when you sell him a set of golf clubs as when he is purchasing a typewriter.

John Jones, business man, may be the type commonly called "hard-boiled"—gruff, remote, a hard buyer. But Mrs. Jones, in her mild, suave manner is the real dictator at home because she intimately understands her husband and knows the proper avenue of approach to "sell him" an idea.

In the past, copy writers often have felt the restraint of the advertiser's hand and in the attempt to produce short copy have sacrificed interest. Fine phrases have been substituted for intimate picture-copy which often necessarily resolves itself into the longer narrative type. Copy writers in many cases have turned to the invention of words rather than ideas, lavishly using fine expressions which too often express nothing.

But advertisers are changing. Long copy with intimate, human understanding is appearing more frequently, and copy is constantly growing better.

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### Fels-Naptha Account to Young & Rubicam

Fels & Company, Philadelphia, have placed the advertising of Fels-Naptha soap with Young & Rubicam.



## ENTRE NOUS

—published by the Debutante Bureau of Harper's Bazar and edited for society girls by society girls, has just appeared. Judging from the enthusiastic letters received from the girls—and from the few advertisers permitted this look behind the scenes—it is an unqualified success.

Entre Nous is a monthly devoted to the interests of the 1500 younger social leaders who form the Debutante Bureau. It is this group which has added some 40,000 new subscribers to Harper's Bazar and given it its national coverage of the Inner Circle.

Entre Nous has a distinctly private circulation, but a few copies are available for advertisers who would like to visualize this Inner Circle Market. If you desire a copy, please address me personally . . .

FREDERIC DRAKE / / BUSINESS MANAGER

# HARPER'S BAZAR

# A SPOTLIGHT ON

Hunting for something in the dark?

You wouldn't use a candle if you had a spotlight, would you?

The secret of the spotlight's effectiveness is **CONCENTRATION**. It doesn't waste a beam illuminating an unnecessary corner. Every ounce of energy **HITS THE SPOT**.

You don't want wasteful diffusion when you advertise either. You want the power of **FOCUSED** appeal. For the appeal that is focused on a rich, compact territory where dealer representation is conveniently maintained, where the reader interest in a local medium is most keen, produces the maximum in results.

There's no wasted energy in advertising placed in The Chicago Daily News . . . . . no costly diffusion into unnecessary corners. Its **CONCENTRATED** circulation . . . . . 95 per cent in Chicago and its suburbs . . . . . makes The Daily News exceptionally effective within that forty mile radius of the city's heart that is the true Chicago market.

The Daily News accordingly leads in total display advertising among Chicago week-day newspapers. Advertisers seeking a **SPOTLIGHT** on the second greatest market find it in

## THE CHICAGO

Member of The 100,000 Group

Advertising  
Representatives :

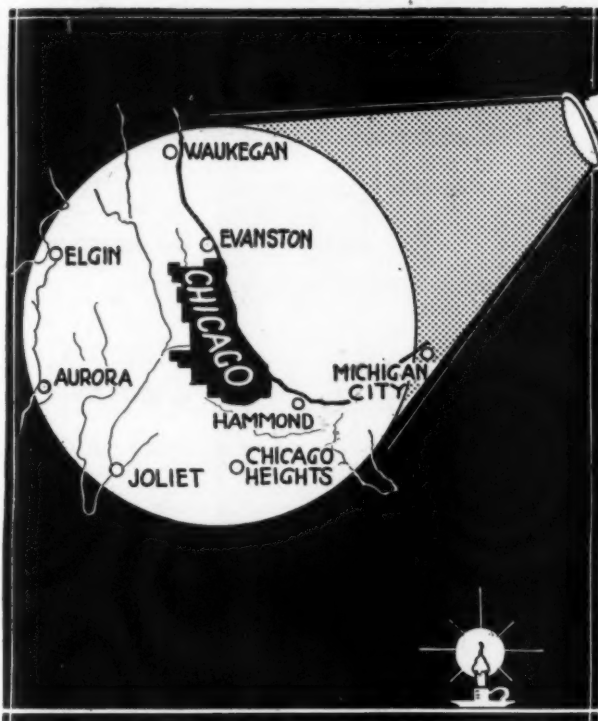
NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Kelly  
360 N. Michigan Ave.

Average Daily Net Paid Circulation for Six Months

# ON THE MARKET

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## GO DAILY NEWS

00,000 group of American Cities

GO  
& Kelly  
gran Av

**DETROIT**  
Woodward & Kelly  
Fine Arts Building

**SAN FRANCISCO**  
C. Geo. Krogness  
253 First National Bank Bldg.

Months Ending June 30, 1927, 441,414

# To Give You An Idea

how the exchange value  
of farm products for  
motor vehicles has in-  
creased since 1913 ~

1913



1927



ARE farmers gaining in purchasing power? Figures just issued by the National Automobile Chamber of Commerce show that they are! Taking staple farm products and comparing their exchange value for motor vehicles in 1913 against 1927 the result shows that the farmer pays from 11% to 53% less for an automobile or truck today than he did in 1913.

Exchange Value	1913	1927
WHEAT	1,562 bu.	780 bu.
CORN	2,442 bu.	1,483 bu.
HOGS	18,000 lbs.	8,680 lbs.
BEEF CATTLE	22,550 lbs.	14,800 lbs.
COTTON	20.3 bales	18.0 bales

In view of the fact that Oklahoma ranked 2nd in cotton production and 3rd in wheat production farmers here are in an unusually good position to take advantage of this increased exchange value. Babson lists this rich farm market as one of the 7 states where sales are best. Forbes and Nation's Business substantiate his statement by giving Oklahoma the most enviable rating on their trade maps. And the Oklahoma Farmer-Stockman with 177,456 subscribers makes it easy for you to take advantage of this condition and sell more goods with less effort in Oklahoma!

Carl Williams  
Editor

**THE OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Detroit

Kansas City

Atlanta

San Francisco

# Keeping the Temperature of a Sales Force at Selling Heat

A Continual Procession of Intensive Direct Sales Drives Is Eureka's Method of Keeping Enthusiasm Boiling

By Fred Wardell

President, Eureka Vacuum Cleaner Company

I WAS somewhat amused recently when I was asked: "Why do you pay your salesmen and managers such a high rate per cleaner sold?" I say that I was amused, because it has always been my philosophy that the more money you turn back to your men in increased earnings, the more they will turn in to you. It was this one fact that went a long way toward placing us where we are today. Some of our men, outside of the major executives, earn from \$15,000 to \$30,000 or more, each year. Scores of other minor executives earn from \$10,000 to \$15,000 in a twelve-month period. Not a few Eureka salesmen draw checks of from \$80 to \$100 per week.

The Eureka Vacuum Cleaner Company was one of the pioneers in the electrical-appliance industry. Being pioneers, we had no precedent to follow, no one else's experiences to borrow from.

One of the most important things we learned was that the Eureka vacuum cleaner could be sold best only by intensive direct selling under our complete and positive control. By this I mean that we came to the conclusion that every operation of our buying, manufacturing, distributing, selling and servicing must be guided, supervised and directed from one point, our main office, under our general manager, who is to be assisted by

the various department managers.

The general manager, together with his main-office assistants, is responsible for every operation. He is in close contact with each

division manager, who, in turn, dictates to the branch managers over whom he is placed. The individual branch managers have charge of their respective cities and adjacent territories. Each branch has district managers who check on department and crew managers in charge of individual sales crews.

From this hasty description it is quickly realized that our sales organization is composed of succes-

sively important units, growing larger in size from the general manager down to the thousands of salesman groups. This type of organization allows us to get immediate action on any plan developed at the main office and also enables us to maintain an exact check-up on every group and individual in our employ.

This solidity of organization is so pronounced that every group operates with the unison of a field army. This is accomplished without "red tape" and allowances are made for directed individual initiative.

Understanding this, one can appreciate why, in sales development, we lay particular stress on the training of our men. Every man we employ begins as a salesman.

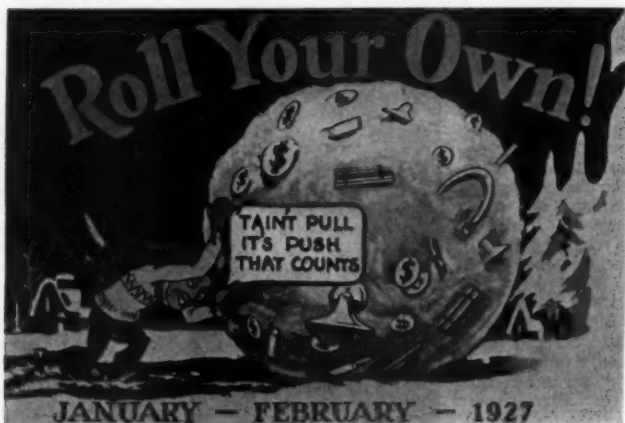


FRED WARDELL

Minor and major executives are promoted from the ranks on the basis of results obtained and their display of directing ability. By this manner we can train our men to do business along lines that we have tested over a period of eighteen years and by promoting them from the ranks we provide incentive that receives a high degree of co-operation. It is our experience that no matter how well

lowance on Your Old Cleaner," and similar inducements are offered to the buyer. This gives our salesmen varying appeals each month, and keeps their interest always new. We never allow our salesmen to go "stale" on the job.

To assure the carrying out of these monthly campaigns, we provide each branch, sub-branch and retail dealer with special window trim suggestions, window stickers,



SALES CONTESTS ARE LAUNCHED WITH HUGE BROADSIDES. THIS IS THE COVER OF A BROADSIDE ANNOUNCING A RECENT CONTEST

planned an intensive selling campaign may be, it does not achieve complete success unless the men who are to execute it are in complete harmony with it and respond to it immediately.

Consequently, I am not giving voice to a business heresy when I say that advertising is only of secondary importance in our selling campaigns. A very important second, mind you; but still a second. We think enough of sales promotion through advertising mediums to invest practically a million dollars a year for this purpose. But we place first emphasis on our man-power and the training of it.

Every month, we conduct special campaigns directed to the consumer. "Ten Days' Free Trial," "\$2.00 Down," "Extra Liberal Al-

lowance on Your Old Cleaner," etc. Nothing is left undone to bring every possible sales influence and appeal into play. We believe that too much cannot be done in paving the way for the salesman's call. When I say that too much cannot be done, I do not mean that this should be overdone. Every sales unit has a definite advertising budget for each month. This amount cannot be exceeded unless very satisfactory reasons are offered by the individual manager for doing so.

This is our background. Now we come to the Eureka Intensive Direct Sales Drives. There are two seasons during the year when electrical appliance sales drop into valleys on sales charts. At least, we found that our sales hit low marks during the two months im-



mediately after the Christmas season and during midsummer. We tried out various sales plans appealing to consumers and contests aimed at our salesmen. But we were unsuccessful in bringing up the sales volume to a satisfactory showing until we hit on a plan which we use now almost exclusively.

What we do is to stage mid-winter and midsummer contests, which appeal directly to the individual salesman. Liberal prizes are offered, making it possible for some of the men to earn as much as \$350 to \$400 above their regular commission during these two-month periods. A great number of lesser prizes are awarded to salesmen with lower sales averages.

#### FLEXIBLE CONTESTS

The contests are flexible and are varied to accomplish specific ends. Each contest is similar to preceding contests in form, but changed in general appeal and in details to suit immediate purposes.

Each campaign is launched with a huge broadside, printed in vivid colors. Into this broadside we put all the conditions and rules, together with lists of prizes. The copy is written in the salesman's language. Every salesman and manager receives these broadsides, mailed direct from the main office. Copies are hung from all bulletin-boards and each branch and sub-branch manager takes special pains to impress the money value of these contests on his men. And we get results.

Each branch publishes a branch sales magazine weekly. The salesmen are kept informed about their progress and their standings in the columns of these weekly magazines. The spirit of competition is kept at "selling heat" during the time these contests are in force. The editors of these branch magazines are selected from the sales ranks and are judged by their abilities to keep the men vitally interested in selling Eureka's with the greatest amount of profit for themselves.

In addition to the weekly branch magazines, we get out a monthly sales magazine, "Volume and Ve-

locity," edited and published at the main office and sent to our entire selling organization, as well as all dealers. Most of the follow-up work of the contests is conducted through this monthly magazine. The final results are also published there.

These contests do not affect our sales plans to the consumer. The monthly campaigns are run as usual. We give our salesmen the benefits of these special inducements.

In conjunction with the monthly campaigns, we carry on a program of national advertising. This national advertising is general in appeal, and makes no reference to the monthly campaigns. It can be classified as educational, and as such, forms a very important cog in our merchandising plan.

We follow our national advertising each month with a local newspaper campaign in the twenty-two major cities where our factory branches are located, as well as the 200 or more smaller towns throughout the country where we maintain sub-branches. This newspaper copy outlines our special offer for that month.

In addition to running this advertising, we supply our 4,000 Eureka dealers with a portfolio of each series of these newspaper advertisements, giving a complete story of the campaign we are running and urging them to tie-in on our advertising. The flexibility of this newspaper advertising campaign also enables us or the dealer to use much or little copy, as the sales volume in each territory justifies.

The question arises: How about the other seasons and the months of the year when salesmen are not provided with the incentive of contests? Don't you get a reaction and a consequent let-down?

No, we do not, and the reason is that during the other months of the year the special monthly consumer appeals keep the salesmen so busy making money they have little or no time to think about contests directed from the main office. Another thing, these semi-annual prize contests are staged during the same months each year. By

doing this, we find that the salesmen are willing to give us added efforts during periods that formerly were classified as dull. They develop sales more intensively and make more money; we iron out our depressions and stabilize our business.

I can hear another argument being put forth—an echo of the reaction question. In some instances we find that it is necessary to stage smaller contests at some of the branches in order to offset the reaction following intensive sales drives. As a matter of fact, every unit in our sales organization fosters the spirit of competition among individuals during the twelve months of the year. These matters are left to the division and branch managers to be developed to meet individual situations that arise out of local conditions.

Not only are we finding these methods sound here in America, but we also find that they work practically as efficiently and effectively in Continental and Australasian markets. To us, this widespread success proves their innate correctness.

To accomplish our yearly quota, it is necessary for us to maintain a large, closely-knit sales organization. And to keep every member of this organization happy, and making an above-the-average amount of money, there is no other alternative than intensive direct selling under our positive control. The monthly campaigns and seasonal drives are necessary developments of our sales plan.

### Thorogood Shoe Account to Freeze and Vogel

The Albert H. Weinbrenner Company, Milwaukee, manufacturer of Thorogood shoes, has placed its advertising account with Freeze and Vogel, Inc., advertising agency of that city. Business papers and direct mail will be used.

### Frank Seaman Appoints Thomas Erwin

Thomas Erwin, formerly art director of the J. Walter Thompson Company, is now art director of Frank Seaman, Inc. He was with the J. Walter Thompson Company seven years.

### Benson & Gamble Merge with Johnson, Read

Benson & Gamble and Johnson, Read & Company, Chicago advertising agencies, have consolidated under the name of Benson, Gamble, Johnson & Read. John Benson, T. S. Gamble, Carl P. Johnson and George H. Read are partners in the new business.

Department heads of the new organization are as follows: Arthur T. Lewis, manager of copy and plans; Carl H. Jenkins, manager of space and contracts; and Marshall W. Hill, manager of mechanical production.

### Condé Nast Appoints Blanchard-Nichols-Coleman

The Blanchard-Nichols-Coleman Company, publishers' representative, has been appointed to represent *Vogue*, *Vanity Fair* and *House & Garden*, Condé Nast publications, all of New York, in the Southern territory. This will include the following States: North Carolina, South Carolina, Florida, Georgia, Alabama, Tennessee, Mississippi, and Louisiana and Eastern Texas.

### Raytheon Tube Account to Aitken-Kynett

The Raytheon Manufacturing Company, Cambridge, Mass., manufacturer of radio rectifying tubes, has placed its advertising account with The Aitken-Kynett Company, Philadelphia advertising agency. An advertising campaign, featuring radio power units equipped with Raytheon rectifiers, will be conducted in radio publications, magazines and newspapers.

### F. W. Plumer Leaves Floing-Plumer

F. William Plumer has resigned as vice-president and treasurer of Floing-Plumer, Inc., New York advertising agency. The name of the company has been changed to W. O. Floing, Inc., with W. O. Floing as president and treasurer. John Woodruff, Detroit office, continues as vice-president.

### Egerton Chichester Advanced by Century Company

Egerton Chichester has been appointed advertising director of the Century Company, New York, publisher of the *Century Magazine*, *St. Nicholas* and the *American Golfer*. He has been with the New York and Boston offices of the Century Company for many years.

### Standard Oil Appoints Barton, Durstine & Osborn

The Standard Oil Company of New York, New York, has appointed Barton, Durstine & Osborn, Inc., to direct the advertising of Socony gasoline and oil, effective January 1, 1928.



## *Ask me another—*

In which Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand circulation?

3,005,090 people live and buy  
in the Philadelphia retail area.  
One newspaper sells 546,527 copies daily

# DOMINATE THE LARGEST MARKET IN THE WORLD WITH COLOR

The proven sales experience of firms who have used color advertising in the New York Evening Journal is the reason for 81% increase in color advertising in the New York Evening Journal for the first six months of this year.

To date 40% more color pages have been bought than were purchased *all* of last year. 70% of them are renewals from advertisers who have previously used color pages in the New York Evening Journal.

Advertisers should use color to dominate the world's richest market. It will add emphasis to the campaign. New dealers can be secured more easily. Old dealers' interest can be quickened. Initial orders made larger and repeat orders greater.

With the only color available in New York daily papers you can lift up your sales by covering 40% of the largest market in the world with color.



# The NEW YORK EVENING JOURNAL COVERS

# 40% OF THE

# WORLD'S RICHEST MARKET

The New York Evening Journal sells to nearly half of all the people who buy any New York evening newspaper.

It is read by 2,000,000 men, women and children in the richest market in the world.

For 28 years the New York Evening Journal has had the largest home circulation of any evening paper in the country.

**CIRCULATION FOR SIX MONTHS ENDING MARCH 31st, 686,740 DAILY NET PAID**

**More circulation than the Evening World and Sun combined—PLUS 113,816**

# NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper in America and a QUALITY circulation at THREE CENTS a copy daily and FIVE CENTS a copy Saturday*

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.



## When In Detroit— Do as Detroiters Do

Between 1921 and 1926  
The Detroit News In-  
crease in Local Merchants  
Advertising, Weekdays,  
was Three Times That of  
the Second and Third  
Papers Combined.

**Y**OU can aim a big Bertha by long distance, but if you want to see what effect it had you must go to the spot where the shot hit. Likewise in advertising, those on the field of battle know best which medium makes the most telling hits. The local advertiser, whose cash register is an instantaneous barometer of advertising results, knows better than anyone else the relative value of local media. And in Detroit the local advertiser has unmistakably set his stamp of approval on The News. During 1926 The News carried 16,595,600 lines of local merchants' advertising weekdays, the second paper carrying 6,422,864 lines. Between 1921 and 1926 The News showed an increase in local advertising three times as great as that of the second and third papers combined.

The second paper in 1921 was the Detroit Journal, since merged with The News.

## The Detroit News

For 54 Years Detroit's HOME newspaper

353,000 Sunday Circulation

321,000 Weekday Circulation

# Advertising Association Adopts New Operating Program

"Detroit Idea" Prevails as C. K. Woodbridge Is Re-elected President at Denver

THE re-election of C. K. Woodbridge, as president of the International Advertising Association at its twenty-third annual convention in Denver, means that the so-called Detroit plan of operation will be started at once by the association.

It was on this platform that Mr. Woodbridge's supports overturned the action of the Association's nominating committee, took the matter on to the convention floor, as was forecast in last week's *PRINTERS' INK*, and secured Mr. Woodbridge's election over Charles C. Younggreen, of Milwaukee, by a vote of 580 to 457. It was this plan that formed the whole basis for the Woodbridge campaign and unqualified pledges were given that it will be carried into effect as quickly as possible.

Here are the main features of the plan which the convention, by its vote on the presidency, adopted:

1. *Financing of conventions.* Hereafter, the city in which the annual convention is held will undertake to sell enough sustaining memberships in the association, payable over a period of a year, to defray all the costs of the gathering. It is declared that the subsequent accumulation of these memberships will substantially increase the association's revenue for club work and simplify the financing of future conventions.

It is declared that this plan will make each convention pay its own way instead of being "bought" by the convention city as has been the case up until now. Also, it will be a source of immediate revenue to the local club and a continuing source of revenue to the association as a whole.

Joseph Meadon, of Detroit, one of the originators of the financing scheme, presented a chart to the association's executive committee on which were figures showing that the cumulative workings of the sustaining membership would,

inside of ten years, insure an annual income of more than a half million dollars.

2. *Economics of advertising and educational work.* After the proper financial arrangements can be made, involving an annual budget of \$50,000, Mr. Woodbridge expects to have an official to be known as Chief of the Bureau of Advertising Co-ordination—"A man who," to quote Mr. Woodbridge, "through his own personality and former responsibility will dignify his own and the association's work."

It will be this official's work to conduct the research activities that are expected to supply necessary material for the Committee on the Economics of Advertising which, is headed by Walter A. Strong, publisher of the *Chicago Daily News*. It was decided that the term "economics of advertising," should be interpreted to mean "the value of advertising." Statements of such value, after they have been definitely established by the joint work of Mr. Strong's committee and the Research Bureau, are to be distributed in various forms to reach the general public, the business world, the advertising profession, business schools, colleges and universities. Before such promulgation of any statement is made it must be approved by the executive committee whereupon it will be published as the official findings of the International Advertising Association.

"Such statements of value as are presented to the Advertising Commission which do not receive unanimous indorsement," Mr. Woodbridge says, "will be referred to the Executive Committee, with the recommendation that these statements of value in question as to fact be presented to the Educational Research Foundation of the International Advertising Association, when and if it is created. The foundation will in time report



its findings to the commission for further discussion for the purpose of reaching conclusions which will give added value in advertising for the furthering of advertising interests."

3. *An official magazine.* As a general foundation for the publicity work designed to give circulation to the research findings, the association plans to publish a really "high grade worth while magazine that shall be distributed to every active member and every sustaining member and to all those interested in advertising and merchandising; this publication must bring prestige to the association as well as give interest to the active association members, sustaining members and general readers."

The foregoing quotation is taken from Mr. Woodbridge's official statement to the association and represents one of the major features of the Detroit plan.

No definite decision as to when or how the magazine shall be established has yet been made. Money must be secured first. In this connection it is interesting to note that Francis H. Sisson, in his treasurer's report, showed that the abandonment of *Associated Advertising*, last year, even in its then abbreviated form, resulted in a saving this year of \$13,000. If the proposed magazine is to be such an outstanding feature in the advertising field as to attract pre-eminent attention on its own merits, the association officials readily concede that a large investment of money will be necessary. This will be all the more sizable since prominent members of the executive committee say it is impracticable that the proposed magazine shall be a revenue paying proposition.

4. *Contacts with clubs.* One man will be placed in the field as soon as practical to visit local clubs and assist them with their problems. Eventually the plan contemplates that three field men shall be put on to cover the United States and Canada. "By this set-up," Mr. Woodbridge says, "the Advertising Commission provides the ideas and the motive force for the International Advertising Associa-

tion. It has the benefit, if this plan goes through, of having a sound, professionally manned organization which will investigate and deliberate on such questions as it may propose and which can do analysis and research work of a general nature for the Association. Back of all this there is the executive committee, which might be looked upon as a Supreme Court. That executive committee is created largely from the membership of the Advertising Commission."

Can the plan be carried out?

An analysis of the Denver convention's activities, leading up to the election of president will be constructive in this connection.

As was told in a report wired from PRINTERS' INK's Denver headquarters and published in last week's issue, Mr. Younggreen had been chosen as the association's official candidate for president. The vote in the nominating committee was 25 to 12. Mr. Woodbridge's friends, however, elected to appeal from this decision and carry the matter to the floor of the convention. Here, after a bitter and spectacular fight, Mr. Woodbridge was re-elected.

Early in the pre-election fight, it was seen that the contest was one in which the smaller clubs were lining up against the larger. This was carried right through up to the time the ballots were counted.

While Mr. Woodbridge received a numerical majority of votes cast (580 to 457) Mr. Younggreen was supported by a clear majority of the clubs. Forty-seven clubs voted for him and thirty-six for Mr. Woodbridge, the difference being that most of the larger clubs supported Mr. Woodbridge.

This movement on the part of the smaller clubs was not sectional, East against West, as previously had been the case. The first small club to vote was Albany, N. Y., and its whole support was given to Younggreen. The Pacific Coast clubs, on the other hand, voted for Woodbridge. The latter's election was accomplished by a combination of the Detroit club which sponsored Mr. Woodbridge's candidacy, and the New York and St. Louis



## Over 93% Home-Delivered Circulation in Indianapolis

**O**VER 93% of the city circulation of The INDIANAPOLIS NEWS is *home-delivered* by NEWS carriers, who have definite routes of regular subscribers.

A notable record—not only for Indianapolis but among all metropolitan cities, where 40% to 60% home-delivered circulation is considered unusual. Many papers must depend almost entirely upon street and news-stand sales, never knowing what readers will comprise the next day's audience.

Think what an advantage it is to be certain that whether you advertise on Monday or Friday—January or July—your message goes each time direct to the homes of the *same regular readers*, whose buying habits are molded by *consistent advertising contact*. The NEWS gives you a *permanent audience*—by far the largest home delivered circulation in Indiana.



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL  
310 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

clubs. The Woodbridge majority, in fact, was just about the voting strength of the New York club on the floor.

It is conceded by the administration that its success in functioning under the new set-up will be determined very largely by the attitude of the smaller clubs which went to make up the Younggreen strength. With the exception of Chicago, every really large club of the country was for Woodbridge. After the election, however, Mr. Younggreen went to the platform, congratulated Mr. Woodbridge and publicly promised him his unqualified support. The inference is, of course, that the smaller clubs will follow his leadership in this particular.

Many leading members of the convention, in discussing the election with PRINTERS' INK, while deploring it as an unnecessary political spectacle, reminiscent of the old days in Madison Square Garden and therefore hardly in keeping with a dignified proposition such as advertising, nevertheless regard it as a helpful symptom. They see in it an evidence of widespread dissatisfaction over the existing status of things. This now has crystallized in definite form and the association knows exactly what it is facing. The larger clubs, it is recognized, can take care of themselves and sustain interest under their own power. In the smaller clubs, however, is where the real need lies.

The administration's recognized task, therefore, during the coming year is to show these clubs that the International Advertising Association is necessary and valuable to them. Reversing the former policy of strengthening existing clubs rather than organizing new ones, a determined effort will be made to start or revive a considerable number of clubs in various sections. At the same time, of course, every effort will be made to help the existing smaller clubs function more resultfully and grow in numbers.

The feature of this radical movement, among the smaller clubs, which gives some little concern to the Executive Committee of the association, is that it has been in

progress for some time. That it was not created on the spur of the moment for political purposes is shown by some figures from the annual report of the secretary. This reveals that twenty-seven of the smaller clubs withdrew from the association or disintegrated during the fiscal year ending June 1, 1927, involving a net loss of 2,276 members.

The election, as was told in last week's PRINTERS' INK, was the leading feature of the convention from the beginning. Politics overshadowed even the most important of the general programs. A Montreal advertising agent, in talking with a PRINTERS' INK representative, said that an outsider might readily conclude that the Denver meeting was called for the express purpose of electing a president and doing nothing else. Leading adherents of both factions frankly regretted the entire episode, as unseemly, unnecessary and constituting a lamentable interference with the convention's rightful functions.

Mr. Younggreen was placed in nomination on the floor by Professor H. H. Maynard, of Ohio State University, Columbus. Mr. Woodbridge was nominated by H. T. Bussman of the Bussman Manufacturing Co., St. Louis.

There was no opposition to the election of Rowe Stewart of the Philadelphia *Record* as secretary and Francis H. Sisson of the Guarantee Trust Company, of New York, as treasurer. These had been chosen by the nominating committee and the action was unanimously approved.

#### NEXT CONVENTION AT DETROIT

Detroit was chosen as the next convention city, having declared a willingness to be the first to try out the new convention financing plan and to test its practicability. The Detroit Adcraft Club appeared at the Denver meeting with a three-cornered program taking in the election of Woodbridge, the adoption of the Detroit plan and its own selection as the place for the 1928 meeting. It received the convention's endorsement in all three respects and its members have

No. 3 of a series dealing with lineage figures over a 10-year period.

# Where Progress Means Something

Food advertising is of strictly HOME APPEAL. It must, to be productive, reach the HOME and the WOMAN in the HOME.

Because of its supremacy in HOME CIRCULATION the Chicago Evening American has made tremendous gains in this important classification as the following figures prove:

FOOD ADVERTISING  
IN CHICAGO EVENING AMERICAN,  
1916-1926

1916 . . . 103,700 lines

1926 . . . 846,207 “

AN INCREASE IN TEN YEARS OF 716%

There is probably no other classification of advertising that offers a better opportunity to determine the pulling power of a newspaper than food lineage.

**CHICAGO EVENING AMERICAN**

*A good newspaper*

July 7, 1927

I am considering the purchase of several electrical refrigerators, and found the articles in this month's Delinestor most interesting & helpful.

advice never proper use please use advice plates

I am a regular subscriber to "The Delinestor" and wish to extend congratulations on the excellent service provided for its readers in so many ways.

Thank you so much for the delicious and recipes for our church luncheon. They are most helpful.

In the June issue read the article on tank gas. I am interested in this as I am building a home in Livingston N.J. where they do not have city gas.

I followed your suggestions the better, my dear, and got along just heartfully,

Of course —

*Every Woman's Magazine  
receives letters like these*

*— hundreds of them*

WE simply quote a few here to point the fact that in every way Delineator has strengthened its service departments.

In fact, Delineator Home Institute under the able direction of

MILDRED MADDOCKS BENTLEY

is really the ultimate expression of the underlying purpose of Delineator — to further the Art of Gracious Living.

In this way Delineator is unique: fundamentally, it is as practical, as useful, as a magazine can be made and in appearance, it has the distinction, the touch of smartness that today hundreds of thousands of American women demand.

*And every month more advertisers are cooperating  
with Delineator in its purpose. (Next week  
we shall announce almost a sensation-  
al increase in lineage for  
September Delineator.)*

**Delineator**

*Established 1868*

THE BUTTERICK PUBLISHING COMPANY

# It won't be long now!

**J**UNE, July, August, September  
—and the summer is over.  
Then two months to Thanks-  
giving, and a few short weeks to  
the holidays.

Christmas catalogs and folders  
can be started now, or you can  
wait until fall. When they are  
printed at the last moment the  
results are usually not so good.

We are now working on several  
catalogs for next holiday season.  
The artists will have ample time  
to make their designs, and the  
work can take its unhurried  
course to successful completion.

We could take on a few more!

## CHARLES FRANCIS PRESS

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

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started out to make good. The entire association wishes them well.

A constitutional amendment was adopted permitting the election of Colonel Charles A. Lindbergh as honorary vice-president of the association.

Treasurer Sisson's reports show that the association made a profit of \$24,224.28 during the last year and had \$10,354.71 in cash on June 1. The saving from suspending publication of *Associated Advertising*, being \$13,000 as before stated, was largely responsible for this showing.

The executive committee of the association was reorganized. J. E. Moorhead of Denver, manager, publicity department, Mountain States Telephone & Telegraph Company, representing the Board of Club Presidents, was chosen to succeed Charles W. Brooke, of Brooke, Smith & French, Inc., Detroit, Mich. George M. Burbach, advertising manager of the St. Louis *Post Dispatch*, newly elected chairman of the Advertising Commission, was chosen to succeed W. Frank McClure, of Chicago. E. T. Meredith, of the Meredith Publications, Des Moines, Iowa, was re-elected to represent the sustaining members, and Mrs. Bernice Blackwood, secretary, Advertising Specialty Association, Chicago, will continue to represent the Federation of Women's Advertising Clubs.

#### EVERY SPEAKER PRESENT

The convention program was notable, among other things, because not one of the scheduled speakers failed to appear. E. D. Gibbs, of the National Cash Register Company, Dayton, was chairman of the general program committee.

Among the "headliners" on the general sessions programs were: Senator William E. Borah, of Idaho, and James Rolph, Jr., Mayor of San Francisco.

S. R. McKelvie, publisher of *The Nebraska Farmer*, in discussing the farm situation said, "Having spent half of my life on a farm and the other half publishing a farm paper, I may be pardoned for my inability to understand the

ways of those who make and spend advertising appropriations. I have pointed out according to their own figures the way in which the money is spent, but I cannot give any real good reason for this neglect of the rural field. The farmer is not different from anyone else in his desires or inclinations. He is human. Thus he is susceptible of the same sales treatment as any other good American citizen. The trouble seems to be that those who would sell to him have such a vague idea of how to reach him, and it is apparently so much easier to reach the city dweller, that they spend their advertising money largely in channels that do not reach the farmer at all or fail to influence him.

"The farmer does his buying principally through local distributors just as the city dweller does. Therefore, if you want to know the most potential sources of influence with the farmer, ask your small-town dealer. He will tell you at once the classes of media to use.

"Speaking of this rural distributor of yours—the small-town merchant—I think he has a real grievance against those who are spending advertising money. He is in competition not only with dealers in nearby towns, but particularly with the cities.

"And there are those who think the small-town merchant will not survive. Those who so believe must also think that the farmer is doomed, for the two are associated inseparably."

Mr. Woodbridge, following the election, had this to say to PRINTERS' INK about the year's outlook:

"If the election did one thing more than any other, it announced the confidence of organized advertising in what we have done, what we are doing, and what we are planning for the future for our association.

"We seem now to be all of one mind as to what program should be followed for the upbuilding of the International Advertising Association.

"Months ago many of us realized that the association was in need

of a definite program of education and research. Charles W. Brooke, president of the Detroit club and president of the Board of Club Presidents, put the machinery in motion.

"He called a meeting of the club presidents and about fifty attended. They outlined what has since been called the 'Detroit Plan.' They asked me if I would support it as president of the association. Consultation showed that we had all been working along the same line and naturally I felt that the plan was ideal. But to Brooke and the Detroit club go the credit of putting the plan in workable form.

"This plan, involving the establishment of a Bureau of Advertising Co-ordination, represents our operative program. With it as a basis, we hope and expect that the clubs will enter upon their period of greatest usefulness.

"Finally, in all our work, we should remember that the backbone of our organization is the individual advertising club.

"The individual club should have the help of the association in every possible manner.

"It is to all this that I pledge my administration of the International Advertising Association for the coming year."

## Two-Minute Convention Reports

### Four Direct-Mail Campaigns Are Described

The plans underlying the operation of four direct-mail campaigns were described by those executing them before delegates attending the sessions of the Direct Mail Advertising Association. These included Kelvinator, Coleman Lamp and Stove Company, Pontiac Motors and a building and loan association.

Building and loan associations, before they can fully complete their functioning, must get the money to loan. How direct-mail was used in encouraging people to save and in building up the deposits of the National Savings and Loan Association, Wichita, Kans., was described by Thomas L. Crawford, advertising manager.

Clarke A. Richards, The Coleman Lamp and Stove Company, Chicago, told how his company had enlarged its market by using a direct-mail campaign.

A campaign which has resulted in bringing close to 3,000 dealers into the Oakland automobile organization was outlined by W. R. Ewald, of the Campbell-Ewald Company, Detroit.

These three speeches were all commented upon in last week's issue.

### Public Utilities Discuss the Press Agent

An impromptu addition to the program, unexpectedly introduced by a single delegate, proved the highlight of the annual convention of the Public Utilities Advertising Association, held at the Hotel Albany on Monday and Tuesday afternoons.

The Monday meeting had proceeded placidly through the formal program, and Frank Leroy Blanchard, president of the association, was about to adjourn the session, when H. M. Hitchcock, publicity manager of The Union Gas & Electric Company, of Cincinnati, jumped to his feet and requested the floor. Mr. Hitchcock offered a frank criticism of the session, based upon the fact that the periods of discussion from the floor, originally scheduled, had been omitted.

There was an immediate chorus of approval from the members present, and Mr. Hitchcock thereupon proceeded to lead spontaneous discussion, turning mainly upon the question of organization and personnel of the advertising department of a public utility. Judging by the interest displayed and the comments of the members, this proved to be the most popular

# The real Boston Is Business Boston

THE census Boston is not the advertisers' Boston—  
not *Business* Boston.

Business Boston includes all that rich, populous territory which surrounds the old Boston but which is yet within half an hour's ride—fifteen miles—from the center of the city. This is the Boston which is taken into account by the Audit Bureau of Circulations in computing city circulation of the Boston newspapers. This area, which contains a population of nearly two millions, is also the Chamber of Commerce Boston.

Business Boston contains more people per square mile than any other city in the country, New York excepted.

Think of Boston in that way—as Business Boston. The fourth richest market in this country!

And make your advertising appropriation accordingly.

## *But consider this unique division*

The Boston market is unique in this respect: It is a divided market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. They think differently, feel differently, and read different newspapers. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups, you must use at least two newspapers, and one of these *must* be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only. The other three major Boston newspapers all appeal to the *other* population group.

## BOSTON HERALD-TRAVELER

Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Avenue, New York, N.Y.  
914 Peoples Gas Bldg.  
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial advertising, publication and automobile advertising among Boston daily newspapers.

and successful feature of the two-day program.

An address prepared by Labert St. Clair, of the American Electric Railways Association, was presented, in his absence, by J. R. Colton. Mr. St. Clair discussed the free publicity evil, which he characterized as the "flood of useless publicity."

"If," said he, "the trees required to make all the wood pulp used in producing a year's supply of useless publicity, were left standing in the Northwest, there probably would be no spring floods to wash the hen-houses of the poor Acadians into the Gulf of Mexico. Or, if it is too late to save the trees, the processed sheets might be gathered and converted directly into levees. Thus the floods undoubtedly would be quickly curbed."

"Nor is it inconceivable that enough paper would be left after these levees were built, to pave a publicity highway from ocean to ocean. Fitting graduation exercises for schools of journalism, which seem to be supplying most of the recruits to the publicity marts these days, would include a jaunt from one end of the highway to the other. Let me make it clear that I am not charging the utilities industry with being the most serious offender."

Reports were presented by the association's committee on costs and results of public utility advertising, and by the better copy committee. Addresses were made by Paul S. Clapp, managing director of the National Electric Light Association; W. Frank McClure, former chairman of the Advertising Commission; and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies.

Miss Dorothy Dignam, of the McJunkin Company, of Chicago, presented a talk at the Tuesday session on the application of department store advertising methods to the merchandising advertising programs of the utilities.

Bernard J. Mullaney, of Chicago, was elected president of the Public Utilities Advertising Association, but refused the position. J. Charles Jordon, of San Francisco, who

was elected first vice-president, has become acting president.

The other officers elected were: Donald Mackie, Jackson, Mich., and J. M. Barnes, New Orleans, vice-presidents; John F. Weedon, of Chicago, secretary, and Charles W. Pearson, of the American Gas Association, New York, treasurer.

## Hazel Ludwig Heads Women's Federation

Miss Hazel Ludwig, of the D'Arcy Advertising Company, St. Louis, who has been vice-president of the Federation of Women's Advertising Clubs of the World, was elected president at its annual dinner meeting. She succeeds Mrs. Minna Hall Carothers, of New York.

Miss Helen Cornelius, J. L. Hudson Company, Detroit, was elected vice-president. Mrs. Bernice Blackwood, who is executive secretary of the Advertising Specialty Association, Chicago, was re-elected to represent the Federation on the executive committee of the International Advertising Association. Miss Letha McGee, New York, and Miss Jessamine G. Hoaglund, Chicago, were elected members of the Advertising Commission.

The relative merits of testimonial copy and its negative reaction when misused were brought out in two discussions. Miss Hildegard Gloyer, of the Milwaukee Journal, presented the case for testimonial copy, while Miss Elsie E. Wilson, advertising director, American Radiator Company, undertook to show its weaknesses.

## Co-operation Vital to Church Advertising

Unity of action is essential to successful church advertising in the opinion of William J. L. Stidger, pastor of the Linwood Boulevard Methodist Church, Kansas City, Mo., but the desired co-operation cannot be secured un-

(Continued on page 162)

# A Service of Boundless Scope

"THERE seems to be no limit to the power for usefulness possessed by inconspicuous, undisplayed classified announcements that tell of actual needs," wrote George P. Rowell, founder of *Printers' Ink*, years ago. Let's see how true Mr. Rowell's prediction became:

"It gives me pleasure," writes Mr. Jarvis Cromwell, "to advise that a brooch lost by my wife was found and restored to her through an advertisement in your columns."

"We are pleased," writes Mr. Eugene Lincoln, of the Service Exchange, "to make special mention of the very gratifying results from our advertisement in your issue of Sunday, June 26th, both as to number and calibre of applicants."

"I wish to compliment your newspaper on the wonderful results I have obtained in the past week," writes Mr. Charles L. Voeller. "I inserted a 10-line advertisement three times beginning May 28th, and sold the property on June 1st."

"We have been using your Help Wanted columns advertising for salesmen. We are indeed gratified with the splendid results obtained, and consider it a pleasure to call this to your attention," writes Mr. Louis F. Blumenthal.

Mr. Rowell was right!

**The World**  
NEW YORK

Pulitzer Building  
New York

Tribune Tower  
Chicago



# Store News Is

The woman who buys for herself or for a household picks up a newspaper. She reads the news—carefully if there is a story which interests her, less thoroughly if the daily grist of news items touches on no subject which seems important in her scale of news value.

And then she turns to the ads—the news of the stores. No item there is too small to attract her attention—if it deserves it! For to the average woman, store news is the first news—the big news of the day.

To a woman the newspaper which does not carry the complete advertisements of all the stores is not a complete newspaper. She might possibly forgive an editor who condenses his account of the latest divorce suit

# The First News

—but the omission of a bargain offering would be unforgivable.

In Baltimore—only the Sunpapers carry the complete advertisements of every department store and specialty shop. If you want to reach the women of Baltimore—get in step with those advertisers who are best equipped to know how to reach them. And who do reach them through the Sunpapers!

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Average Net Paid Circulation for Month  
of June, 1927

Daily (M & E) 252,467

Sunday - - - 196,828

Gain of 5,351 Daily and 8,072 Sunday  
Over June, 1926

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*Everything in Baltimore Revolves Around*

**THE**



**SUN**

**MORNING**

**EVENING**

**SUNDAY**

JOHN B. WOODWARD,  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
360 N. Michigan Ave.  
Chicago

O. GEORGE KROGNES, First National Bank Bldg., San Francisco

---

BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"

**Using one  
newspaper in  
Detroit is like  
shutting the door  
in the face  
of half your  
customers neither  
is good judgment if  
you desire a profit  
A. B. C. figures show  
The Detroit Times  
with  
325,000 Daily\*  
and  
330,000 Sunday  
circulation.**

**\*Evening except Saturday**



# Just What Makes a Sincere Letter?

We Have Heard a Lot about Sincerity in Letters—Here Are Some Examples Which Have Captured That Elusive Quality

By Wilfred Kean

Assistant Sales Manager, The Estate Stove Company

**J**UST what makes a sincere letter? The factors are many; too many to be discussed in a short article. The sincere letter is ever friendly and cordial. It is modest and unassuming, it makes no exorbitant claims, and deals sparingly in superlatives. It is phrased in the language of the reader, for we cannot credit a man with sincerity if he talks over our heads, nor can he persuade or stimulate us if he talks far below us. It is direct and to the point—circumlocution or obvious evasion of an issue is fatal to belief. The style is ever simple, never literary nor formal and involved.

The ornamentation of a Shakespeare, the pomposity of a Scott, the sentimentality of a Dickens, great as these may be in their proper places, have no reason for existence in the work of a writer attempting to impress the reader with his sincerity. The stiff formality and the bulkiness common to the output of a correspondent belonging to the school of "your valued favor received and in reply beg to state" fall equally short in their effort. Letters like these cannot be friendly; the writer loses the human touch in the effort to make his writing literary or formal, and the reader loses the thought in the effort to find his way through a maze of ornamentations or non-essentials. The craftsmanship of a letter must never call attention to itself and detract from the message; there must be nothing to cause the reader to say "how well he writes" or "how awkwardly he writes." What you want is agreement with your thought, not admiration for your writing ability.

Take, for example, this collection letter:

Funny how we forget things, isn't it? I forgot something important; I believe you did, too.

Several days ago I should have sent you that stern, strong reminder letter which we credit men are supposed to send on accounts that are sixty days past due. Maybe I just unconsciously felt that your check would be in any day. It has always arrived very promptly in the past, you know. Yes, I am sure that was it—I did not want my letter asking for payment to cross your check in the mail.

But here your payment is seventy-five days past due, and your check is not here yet. You know how it is. We credit men have our bosses, too. My boss looks over the accounts every once in a while, and when an account goes as high as ninety days past due, I am called on the carpet for an explanation. What can I tell him if your account is not paid at that time? Just that we both forgot to do something we should have done?

So that we won't both forget again, just send your check now, while you think of it. To make it easier for you, an addressed envelope is enclosed, marked so it will come right to my desk, and you will get credit immediately.

Thank you!

How infinitely more effective than the usual collection letter, which starts, "my attention has been called to the fact that your account is now seventy-five days overdue. I am sure this was an oversight on your part," etc., etc.

Did you ever have to write a letter of seasonal greetings for a general mailing? Here is a real test of a writer's ability to be convincing; usually he feels out of his element and ill at ease. He believes that something sentimental or literary is demanded to fit the occasion. Yet in the back of his head is the thought that "the boys on the road don't like to read sentimental stuff; they will laugh at me for writing this." The result is usually a gushy, amateurish effort that is entirely foreign to the usual letter of the correspondent.

But need a holiday greeting letter really be literary or gushing? Why cannot this type of note be written in the same straightforward, direct style that the writer would use in writing any

ordinary letter? Take, for example, this Christmas greeting letter sent to all the members of a large national sales organization:

Merry Christmas!

An old, old phrase! But how full of good wishes and meaning when sincerely expressed!

The officials and home office staff of The Harrison Manufacturing Company sincerely hope that you and yours are passing the most enjoyable Christmas you have ever experienced, and that 1927 will be your most happy, prosperous, healthful, and successful year.

It is particularly gratifying at this time to look back and reflect that 1926 is the biggest year, from every standpoint, in the history of The Harrison Manufacturing Company.

We appreciate the part that you have played in producing a record breaking volume of business and know that you are laying plans, as we are, to make 1927 even more successful.

Again wishing you all the happiness the season affords, we are—

A simple letter, but direct and effective.

In these examples, the writer had only the task of forming an opinion or creating an impression where none existed. A much more difficult task is presented when you have to change an opinion that already exists. A user of your product has not had satisfactory service, due, he believes, to the fault of your appliance. Whether or not you grant his request for an adjustment, if he was at fault you must make him understand this to avoid a recurrence of the trouble. A dealer asks you for a concession, and you must turn him down. Either case must be handled without losing the friendship or good-will of your reader.

To persuade either of these of your sincerity, you must first try to get on a common footing with him. It is difficult to credit any man with sincerity if his views are opposed to ours, especially if his interests are contrary to our own desires. A forceful public speaker or salesman may sometimes cause you to credit him with having the courage of his convictions, in spite of opposing views, by the very force of his enthusiasm and physical mannerisms, but a writer cannot do this.

Here, then, is a practical application of the much discussed and

rather vague "You" viewpoint. You must first find a point of agreement with the man you are writing, establish a unity of interests, and then, with your reader convinced of your sincerity, you can swing over to the opposing views with a far better chance of convincing him.

A user of a heater wrote to the manufacturer and complained that the fire pot cracked on the first day he used it. Here is a verbatim copy of the reply:

We have your letter of February 2, telling us that the fire pot on your heater cracked in the first day of use.

When a fire pot cracks so quickly it is almost always an indication that too hot a fire was built at first. This is fully covered in our instruction card, and if you will refer to this, you will note that you are cautioned to start the heater with a very slow fire at first, to avoid this trouble.

However, we are sending your dealer another fire pot free of charge, and he will install this for you. We suggest that you observe the directions very carefully in the future to avoid any further trouble.

Probably the writer had no intention of being abrupt or discourteous. He merely had the technical viewpoint, while the letter should have been written by someone with a sales sense and the customer's viewpoint. The customer, in this particular case, took the letter as a reflection on his intelligence. It was, in effect, as though the correspondent had said "this is entirely your fault, but we will be charitable with you just this once." The customer did not want charity; he wanted an adjustment to which he thought he was entitled. How much better it would have been had the correspondent written in this tone:

We are exceedingly sorry to learn from your letter of February 2 that the fire pot in your heater cracked right after you built the first fire. This is certainly not in line with the service you have a right to expect from our merchandise, and we are sending a new fire pot to your dealer today, with the request that he install it for you immediately, without charge.

Usually, when a fire pot cracks so quickly, it is an indication that the heater was fired rather heavily at the start. You get the best results from a new appliance if you start the first fire rather slowly, with a small amount of fuel. A heating appliance should



## New Orleans Builds

While New Orleans' trading area is buying itself new furniture, new farm implements and all the other new equipment needed, New Orleans, the city is stepping out and registering some pretty solid-looking prosperity, too.

Building permits last month totalled 41.8% MORE than the same month last year. Interest in New Orleans as a manufacturing and distributing point continues,

with definite results. Four nationally known companies have decided within the last six weeks to locate here. The Pullman Co., of Chicago, is one, to make chilled steel car wheels. The Western Paper Makers Chemical Co., of Kalamazoo, Mich., and the Mack Trucks, Inc., of New York, are others on the list. The American Sheet Metal Works have taken over the manufacture of a new product here, which means another substantial addition to New Orleans' pay roll.

And—keeping step with progress—The Times-Picayune's circulation is steadily climbing. During May a new record was set—92,089 daily and 131,797 Sunday.

It is to the South's greatest newspaper that the South's greatest market turns for news of the world and for news that directly concerns the development of this productive section. And it is through this one big newspaper of New Orleans that trade names are being written, more and more, on all manner of purchasing lists.

Less than The Times-Picayune's coverage is inadequate, more, at this time, is superfluous.

*NOW is the time to make the New Orleans market YOUR market!*

# The Times-Picayune

**IN New Orleans**

Member 100,000 Group of American Cities, Inc.

Member Associated Press

General Representatives: CONE, ROTHENBURG AND NOEE, INC.  
Pacific Coast Representatives: R. J. BIDWELL, CO.

really be broken in, much like an automobile. Otherwise, the too sudden expansion of the heated parts may cause them to crack.

The new fire pot we are sending will enable your dealer to again put your heater in perfect condition and if you will observe this precaution of starting with a very slow fire the first time you use it, we feel sure you will have no further trouble. In case you should have, however, let us know.

Some time ago, we received a letter from a very promising comparatively new account. This dealer had started buying from us in small quantities, and our salesman had been trying to develop him into a carload buyer, holding out the incentive of the carload discount. The dealer refused to buy this quantity for himself, but found another dealer in an adjacent town who was willing to split a car with him. He wrote us that we could ship a carload of merchandise to him, billing half to him and half to the other dealer, provided we would extend the carload discount to each dealer on his share. The letter contained a very polite hint that there were several other stove manufacturers after his business who would accede to his request, if we would not. Our reply was as follows:

Your letter of March 10 has been read very thoroughly, and given careful consideration.

Frankly, Mr. Hill, we appreciate the good work you have done on Estate Products in the past, and the volume of sales you have developed in such a comparatively short time. We should like very much to be able to grant the discount of 5 per cent that you mentioned, but there is really no way in which we could do this and still be fair to our other dealers. The Estate Stove Company has always been a one price house, selling all of its merchandise in accordance with its published price list and certain quantity discounts. The discount on half carloads of Heatrolas is 2½ per cent and on carloads 5 per cent, which is the maximum discount we allow on any quantity of Heatrolas.

You say that, with the efforts you have put behind the Heatrola and your connections, you should be able to buy Heatrolas at the lowest price, and this you are absolutely able to do. No dealer who has ever bought Heatrolas has been given the 5 per cent quantity discount on purchases of less than a carload. If any dealer could buy a smaller quantity of Heatrolas and get the 5 per cent discount, your firm would unquestionably be able to do so, but you can readily see that we could not break a rule that has never been violated in the past, and

set a precedent which would be sure to react on us in other cases.

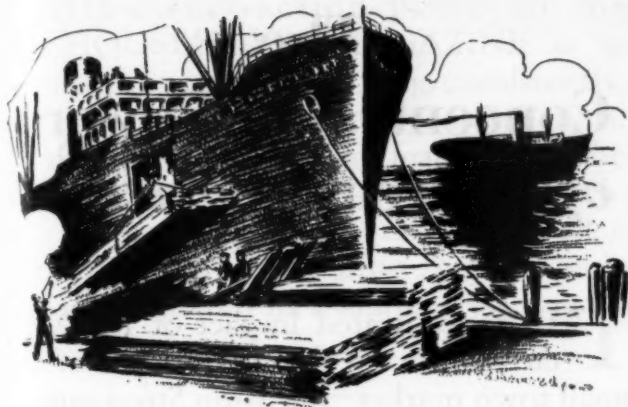
You also say that you do not see why your taking a half carload of Heatrolas and the dealer at Butler taking another half carload of Heatrolas would not be the same as your buying a carload direct from us, and no doubt it does seem that, from our angle, a carload is a carload, no matter whether one dealer buys it or two. However, quantity discounts are intended as an inducement for each dealer to put intensive sales efforts behind the manufacturer's product, and they are made possible by the fact that the cost of doing business with dealers who buy in large quantities is lower than the cost of doing business with dealers who buy in small quantities only. If we were to permit two dealers to split a car between them, allowing each the car quantity discount, there is no reason why this idea should not be carried still farther, letting ten or twelve dealers buy a very small quantity of Heatrolas each and combine the orders so that each obtains the carload discount. If we were to follow a policy of this kind it would be impossible to give any consideration to concerns like yourself, which earn the quantity discount by their purchases.

Last year, you sold over a half carload of Heatrolas in a town in which you had not as much as made any previous effort to sell heaters of this type. You had to do all of the missionary work, find your prospects, break the ice with them, and sell them on an idea which was entirely new to most of them. This year, you undoubtedly have a prospect list to work on. You have a number of successful installations to point to, and these very owners will undoubtedly be a fertile source of prospects for you. In addition, you now have the background of a year of advertising and selling efforts and experience to make your sales problem an easier one, so that you should conceivably sell from three to four times as many Heatrolas as you did during your first year. This has been borne out by the experience of other dealers after their first year with the Heatrola.

We feel sure that, if you will consider this matter from every angle, you will prefer to purchase from us on the above basis, knowing that you are getting the very best price that any dealer could get on the same quantity. If we were to make any concessions to you that we do not make to other dealers, you would have no assurance whatsoever that some other favored dealer would not be getting a still better discount.

This customer has not since asked for any special concession.

It's an old-fashioned and unostentatious trait, this quality of sincerity. It does not rank with enthusiasm, vitality, persuasiveness, pep, and general power as a subject for inspirational writers and speakers. But it is a mighty valuable quality, nevertheless.



## “Lumber Capital of the South”

**T**HE largest lumber market from Maine to Texas is at Jacksonville, Florida. About 60,000 carloads or more than a billion feet of lumber pass through Port Jacksonville each year.

These shipments consist chiefly of Southern Pine, Gulf Red Cypress and Southern Hardwoods. Their total value is more than \$35,000,000 annually.

Jacksonville is also the world's largest shipping point for naval stores, about ten million dollars

worth of these products being shipped from here yearly.

These basic industries account in part for Jacksonville's continued and steadily growing prosperity. No dull seasons; no dull years. Always a ready market for good products that are favorably known.

Make your products known to this market by advertising in Florida's greatest newspaper (daily and Sunday)—

**The Florida Times-Union**  
JACKSONVILLE, FLA.

---

# The Concentrated Power of a Great Magazine



THE concentrated impact of 1,650,000 circulation on the single level of the small town market—the *Main Street market*—is a conception that stimulates imagination. But it is not a matter of imagination. With the **HOUSEHOLD MAGAZINE** it is precisely the fact.



The **HOUSEHOLD MAGAZINE** seeks no other level. This one market is its sole and complete interest. In this market, it is unique, alone and predominant.



With all its fertility and richness, no market is more difficult of cultivation by ordinary indirect methods. Or more expensive. Therein, precisely, lies the vitality and power of the **HOUSEHOLD MAGAZINE**. In this market, its action is overwhelmingly direct and immediately productive.

THIS direct-action power of the HOUSEHOLD MAGAZINE is in definite proportion to its long, consistently, earnestly pursued constructive social effort. Of this the outstanding features at the present time are the *Household Searchlight* on the domestic side, the *Drama Shop* on the cultural side, and on the economic side, the *National Re-Building Program*.



The tremendous activity engendered by these and other departments in the life of *Main Street* is expressed in concrete evidences of influence and response that are almost a challenge to credulity, and yet are easily understood by those who know how deeply rooted is the HOUSEHOLD MAGAZINE in the great social organization symbolized by "MAIN STREET."

# *The* HOUSEHOLD MAGAZINE

"THE MAGAZINE OF MAIN STREET"

CHICAGO: 608 South Dearborn Street

NEW YORK: 420 Lexington Avenue

SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER  
Publisher

D. M. NOYES  
Advertising Manager

# 52 Million Tons or 52 Billion Quarts

THESE figures represent the amount of milk produced by the Dairy Farmers of the United States, during 1926.

## Remember—

This milk was sold daily—these Dairy Farmers were paid in cash.

1927 Milk Production  
promises to equal that of 1926.

To those now planning farm paper advertising campaigns, we urge you to consider "The Difference in Farmers."

## THE Dairy Farmer

"The National Dairy Farm Magazine"

E. T. Meredith, Publisher

Des Moines, Ia.



# Market Research Should Be Centralized

Grave Danger of Much Waste Unless a Central Organization Guides Present-Day Research Endeavors

By Everett R. Smith

Of The Fuller Brush Co., Chairman of Research Council of the Association of National Advertisers

**T**HERE has been a great deal of talk about waste in distribution. If we don't watch out there is going to be waste in research.

Probably the most important thing facing the distributors of goods today is market research, but it has become such a fad that everybody wants to do it. Everywhere everybody is leaping into research and spending large sums of money on it without much regard as to the benefits of the research that is conducted and who is going to benefit by it.

Much really serious and constructive work is being done by many organizations. There might be mentioned in passing, the fine work of the American Association of Advertising Agencies as handled by Dr. Starch; the careful studies of the National Bureau of Economic Research; the census of distribution now being made by the Department of Commerce in which Dr. Cherington has taken such an important part; the proposed research of the International Advertising Association.

Even in such splendid and scientific work as these bodies are doing, there is a danger of considerable duplication of effort and waste of large sums of money. This does not consider the very definite waste being made by many bodies and some publishers who are conducting expensive research to prove a point or with an ax to grind, and whose research is accepted very cautiously, if at all, by the thoughtful manufacturer.

The enthusiasm for and interest in market research is one of the most valuable and vital signs of distribution today. Without doubt, the work which is now being done will take a good deal of the guess-

work out of distribution. It will never make distribution absolutely scientific because in distribution we are dealing with people and not with machines. Yet it will remove all the guesswork which can be removed, and in that way justify and pay for itself many times over.

Now that we have the enthusiasm and interest in market research at high heat, the danger flag is also flying and the important thing to be done, and to be done now, is to secure co-operation in research. There should be some central co-operating or guiding body so that we will not have an immense waste of money, time and effort in our attempts through market research to save waste in distribution.

Because of the grave danger, in waste through duplication in the very matter of research which is intended to save waste in advertising and distribution, the Association of National Advertisers appointed a Research Council to study the research now being done, endeavor to advise on research so that duplication could be avoided, and also to indicate the lines along which research would be valuable to the distributors of nationally advertised products.

The Research Council of the Association of National Advertisers does not expect, at least immediately, to undertake any extended research, although it is anticipated that if there are important phases of research not covered by other organizations, the Council may undertake such work itself. Its immediate objectives, however, are several:

It will act as spokesman of the national advertisers for whom, after all, most marketing research

is being done either directly or indirectly and toward the guidance of whose efforts such research is intended. The Council already has a large amount of information as to research which is really desired by the national distributors and will be prepared to give counsel on those points to any organization desiring it.

The Council is also collecting information as to recent and important research on markets, advertising, circulations, etc., which is of value to the national distributor. The Council is to evaluate such research, so that it may give reports to the members of the Association of National Advertisers who are asking for definite and authoritative opinions on the large amount of research findings which are being submitted to them.

It expects to work closely with such bodies as the Department of Commerce, American Association of Advertising Agencies, publishers, the Audit Bureau of Circulations, etc. By acting as a clearing house representing the national distributors, the Research Council expects to promote co-ordination of research and avoid wasteful duplication.

One of the first tangible and specific activities of the Council will be the study of trading areas—how they should be defined, selected and analyzed. For this purpose, the Council expects to co-operate with other organizations that have done or are doing work on this subject in order that a standard method of determining trading areas may be set up. A meeting has already been held with representatives of the Department of Commerce, the Audit Bureau of Circulations and other interests, at which definite steps were taken toward the determination of trading areas.

The direction of the Council is in the hands of Everett R. Smith, the Fuller Brush Company, chairman; Merle Banker Bates, Life Savers, Inc.; S. E. Conybeare, Armstrong Cork Company; Wm. A. Hart, E. I. du Pont de Nemours & Company, Inc.; Edw. T. Hall, Ralston Purina Co.; Bernard Lichtenberg, Alexander Hamilton

Institute; P. L. Thomson, Western Electric Company, and Arthur H. Ogle, secretary-treasurer, Association of National Advertisers.

### Kellogg Group Appoints R. L. Hasbrook

Robert L. Hasbrook, who for the last six years has been with the Chicago office of *The Farm Journal*, Philadelphia, has been appointed Western representative of the Kellogg Group, Inc., Chicago.

### To Publish "The Car Card"

The first issue of *The Car Card*, a monthly to be published by Barron G. Collier, Inc., New York, will appear on July 9. The new magazine will be issued in the interest of advertisers and car card advertising companies. It will be edited by Charles E. Townsend.

### M. L. Peek with The Curtis Publishing Company

M. L. Peek, for the last seven years with the Capper Publications, Topeka, Kans., has joined the advertising staff of The Curtis Publishing Company, Philadelphia.

### H. N. Randolph Heads the Georgian Company

Hollins N. Randolph has been elected president and chairman of the board of the Georgian Company, publishers of the Atlanta, Ga., *Georgian* and *Sunday American*.

### W. R. Greenwood Advanced by Postage Meter Company

W. R. Greenwood, sales manager in charge of field operations, has been made general sales manager of the Postage Meter Company, Stamford, Conn. He succeeds F. M. Reeder, resigned.

### F. W. Harwood, a Director of American Tobacco

Frank W. Harwood, advertising director of the American Tobacco Company, New York, has been elected a director.

### Appoint Carroll J. Swan

The Philadelphia *Public Ledger*, and *Swan* have appointed Carroll J. Swan, publishers' representative, as their New England representative.

The Studebaker Corporation of America, South Bend, Ind., reports that net profits in April and May were \$3,600,000, after taxes, against \$3,400,000 in the first quarter.

Concise . . . . .

"I find Nation's Business especially interesting because of the concise manner in which important subjects are discussed and I recommend it heartily to my friends."—C. I. MILLER, Vice-President, East Pittsburgh Savings and Trust Company, East Pittsburgh, Pa.

# NATION'S BUSINESS

Mr. C. I. Miller, V. Pres. & Treas.  
E. Pittsburgh Savings & Trust Co.,  
E. Pittsburgh, Pa.



July

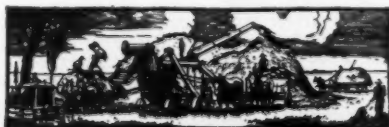
1927

**Bureaucracy Puts Out  
to Sea** *by Chester Leasure*

**Business at the Mid-Year  
Turn** *by Industrial Leaders*

**Reckless Reclamation**  
*by Representative W.R. Wood*

*Map of Nation's Business, Page 40*



Published at Washington by the Chamber of Commerce of the United States

A QUARTER OF A MILLION CIRCULATION

# Why Not a Standard Contract Form for Agency and Advertiser?

Such a Form Would Do Much to Clarify the Legal Status of the Advertising Agent

By John Neville Boyle

Attorney at Law, New York

[EDITORIAL NOTE: On page 41 of the June 16, 1927, issue of *PRINTERS' INK* there appeared a talk delivered before the Inland Daily Press Association by Arnold L. Guesmer, counselor at law. In this talk Mr. Guesmer declared that advertising agents were not principals, but agents. Mr. Boyle, after reading Mr. Guesmer's analysis, sent us the following comments.]

**T**HERE appears to be a very active interest in the question of the status of the advertising agent. To discuss it, sometimes gives rise to controversy.

Mr. Guesmer's address frankly is a generalization. Its thesis that an advertising agency is not a principal (generally speaking) is no doubt correct. That it is an independent contractor I do not believe. But that it is the agent of the advertiser is a question of fact. Is it not true that one influential publishing company requires a written contract which stipulates, in terms, that the agency is *its* agent? To be sure, the agency may also be the agent of the advertiser at the same time.

Is the analogy too remote if I call attention to the real estate agent? I, a prospective purchaser of a house or a co-operative apartment, make known my wants and means to a broker or real estate agent. Let us assume I know him and, while he wants to make a good sale, he also renders me substantial service, accompanied with advice and suggestions, helpful to me. If he is frank with me, I may be benefited to his detriment because I do not pay him for his service and help, even though I am aided thereby to make (for me) a wise purchase. But my friend the broker is paid by the seller from whom I purchase. Had he pushed a more expensive sale, his pay would be greater and would come from a different seller.

Legally he is not my agent but the agent of the seller. Yet he acted for me, as brokers so often do. Manifestly, he was the agent and representative of the actual seller (and of others too).

If a person desires to place a small want ad, he may utilize one of the numerous agencies which newspapers have in various places. Whose agents are these persons? They help the inexperienced in small ways, and no doubt advise in what paper, on what days and in what way the want may be made known. For the uneducated, they assist in writing the copy.

They are the agents of the publications.

But, while I believe this is generally true of advertising agencies, an agency may actually be the agent of the advertiser. It may act, based upon the facts in the case, as the agent of each for different purposes.

But, the agency would rarely if ever be a principal, nor an independent contractor. If in the latter category, it seems to me the agency would be a servant, and its constituent, the master. In which event, we get out of the realm of the law of principal and agent into that of master and servant. Two different but similar subjects in the law.

All these discussions provoke the question: Why not use a standard form of contract? I made this concrete suggestion years ago at a convention of the Association of National Advertisers. Thought has been given to the suggestion and tentative forms are in existence.

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H. S. Macauley has been elected vice-president of the E. S. Edmondson Company, Philadelphia advertising agency. He will be in charge of copy and service.

## Continued NATIONAL LEADERSHIP

THE NEW YORK TIMES maintained in June its supremacy over all other New York newspapers, morning and evening, in total volume of national advertising. It published 635,228 agate lines, 114,746 lines more than any other newspaper, and 79,880 lines over its own record for June of 1926.

In daily editions alone, The Times leadership over another morning newspaper is indicated by the following:

	June 1927	Gain over 1926
	Agate Lines	Agate Lines
<b>The New York Times</b>	<b>352,538</b>	<b>51,686</b>
<b>Second newspaper</b>	<b>322,372</b>	<b>9,012</b>
<b>Times Excess</b>	<b>30,166</b>	<b>42,674</b>

*In the six months of this year The Times published a total volume of national advertising of 3,474,233 agate lines, 521,782 lines more than any other New York newspaper.*

*The total of all advertising published in The Times in six months this year was 14,954,094 agate lines, an excess over any other newspaper of 5,298,400 lines.*

*The Times censorship keeps its advertising columns at a high level and excludes hundreds of announcements that The Times does not deem advisable to place before its readers.*

*Little dramas in the life of a great newspaper system*



**"In Mercy's Name . . . stop the presses!"**

A 15-year-old boy had made a fatal misstep. And the facts were in the newspaper's hands.

At one minute before the great presses had issued their daily rant, the boy's father appeared at the editor's office and frantically begged that the story be killed.

"It's his first offense," he pleaded. "This story means nothing to the public, but it will put a life brand on my son. In mercy's name, give the boy a chance . . . and I'll make amends with them he's hurt."

The editor telephoned the press room. The boy got his chance—and made good. The following afternoon of his escape took the licks out of his character and made a man of him.

A newspaper should be fearless and thorough in its publication of the news. But it also should be humane. It cannot conscientiously shield any adult, wherever he may be, if he makes a place in the day's news. But it may well afford to deal gently with the juvenile who commits his first minor indiscretion.

That has always been the editorial creed of the SCRIPPS-HOWARD Newspapers. Controlled from within, and independent of all outside ties, financial or political, these newspapers cannot be crept from printing facts that the public is entitled to know.

But to this steadfast policy of printing all the news, SCRIPPS-HOWARD Newspapers make this exception—they delete the names of juvenile offenders, when the offense is palpably one of youthful misadventure rather than of assumed criminality.

NEW YORK . . . *Telegram*    SAN FRANCISCO . . . *Star*    DENVER . . . *Daily 10 Star*  
 CLEVELAND . . . *Press*    WASHINGTON . . . *Post*    SEATTLE . . . *Evening Times*  
 BOSTON . . . *Post*    CINCINNATI . . . *Post*    TOLEDO . . . *Star*  
 PITTSBURGH . . . *Post*    INDIANAPOLIS . . . *Times*    OMAHA . . . *Omaha*  
 CHICAGO . . . *Evening Post-Record*    Editor of *Chicago Post*

MINNAPOLIS . . . *Times-Press*    YOUNGSTOWN . . . *Telegram*    KNOXVILLE . . . *Star-News*  
 BIRMINGHAM . . . *Post*    DETROIT . . . *Post*    EL PASO . . . *Post*  
 ST. LOUIS . . . *Post-Dispatch*    OMAHA . . . *Star*    SAN DIEGO . . . *Post*  
 INDIANAPOLIS . . . *Post*    EVANSTON . . . *Post*    TAMPA . . . *Post*  
 MILWAUKEE . . . *Star*    ST. PAUL . . . *Star*

**SCRIPPS-HOWARD**  
MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS



**NEWSPAPERS**  
AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., National Representatives  
 125 PARK AVENUE, NEW YORK, CHICAGO, SEATTLE, SAN FRANCISCO  
 CLEVELAND - DETROIT - LOS ANGELES

## Little Dramas in the Life of a Great Newspaper System

FIGURES . . . FIGURES . . . FIGURES! Every space-buyer is deluged with them and often bewildered by them. True, figures are indispensable to the

space-buyer, in his appraisal of an advertising medium. But figures alone are not enough.

What's back of the figures . . . in community-influence, in reader-confidence and reader-responsiveness? The number of readers a newspaper has is not so important to the advertiser as the number of its friends.

So, in preparing the 1927 national advertising campaign for the SCRIPPS-HOWARD Newspapers, we have dealt, not merely with SCRIPPS-HOWARD figures, but with SCRIPPS-HOWARD public-spirited accomplishments and conquests.

As the "copy-basis" for the SCRIPPS-HOWARD story to the American advertiser, we have selected typical instances of public service from the pages of SCRIPPS-HOWARD history. Actual episodes which typify the unswerving devotion to public welfare, rendered by this great group of newspapers, throughout its 47 years of clean, efficient and non-partisan news-service.

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*CLIENTS:* INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate);  
BAUER & BLACK; ELGIN NATIONAL WATCH CO.; P. LORILLARD CO.; THE HOUSE OF  
KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & CO. (for 1928)

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**LENNEN & MITCHELL, INC.**

*An advertising agency serving a limited number  
of large-volume advertisers*

17 EAST 45TH STREET, NEW YORK CITY



# Advertisers and Agencies of the U.S. and Canada:

*Your continued and increasing confidence in THE FARMER'S WIFE as an advertising medium is much appreciated. Your belief in the value of this magazine has made possible a gain of over 15%\* for the first 7 months of 1927...Space now ordered for the August, 1927, issue shows an increase of 63% over August, 1926.*

## We Thank You!

*\* As far as we know, this is a greater percentage of increase than has been shown by any other publication in the Rural Field in this period.*

### THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers  
Saint Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Ill.

Eastern Representatives  
Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations



# It's Time the Newspapers and Magazines Stopped Bickering

Both Are Tremendously Important Mediums; Both Are Needed by Most Large Advertisers; Both Would Benefit by Co-operation

By Gilbert T. Hodges

Of the New York Sun and the Frank A. Munsey Co.

I HAVE been asked many times how it is possible to solicit advertising for magazines and remain loyal to the newspapers and vice versa. Some people feel that an able solicitation on behalf of the one medium would naturally be antagonistic to the other, and that the solicitor who tried to represent both would eventually find himself enmeshed in a series of contradictions.

For a good many years, however, I have been representing the magazines and newspapers owned by Mr. Munsey, sometimes soliciting the same advertiser on the same day for both mediums, and I have never been obliged to take back any statement made in favor of either. This is true of many other representatives who sell space in both newspapers and magazines. As a result of my experience, I am firmly convinced that the man who cannot represent both mediums, without stultifying himself, is not a good advertising man, and that he is either ignorant of the true principles of advertising or is deliberately dishonest.

The old-fashioned, high-pressure salesman, who would stop at nothing to sell his own medium, has no place in the advertising world today. Every year sees a dwindling in the numbers of those newspaper men who go about knocking the magazines, and the magazine men who knock the newspapers are just as rare. Why is this change? Principally, because it does not pay. It is not good selling in view of modern knowledge and practice. The advertiser of today expects the man who calls upon him to be versed

in all the problems of his campaign; expects him to be honest in his appraisal of other advertising mediums in addition to his own.

The man who is on the job will be thoroughly grounded in the facts that indicate newspapers as the medium this particular manufacturer should use, and equally as well posted on those that indicate the use of magazines, or—as happens oftener—a powerful combination of both. Regardless of whether that man represents a magazine or a newspaper, the manufacturer expects him to give frank advice, which happily he does nowadays in most cases. And why shouldn't he? Co-operation is the keynote in national and international affairs, in religion, in politics, and in business and the advertising profession is no exception.

If these larger activities are worth while and are profitable, why shouldn't we give a thought to the same problems in our everyday work? If we recognize the virtues of the twenty-seven separate trade activities in our organized efforts, why shouldn't we remain loyal to them in our individual efforts when soliciting advertising for our own mediums?

It is certainly unbecoming, perhaps it is unethical, and maybe it is downright dishonest to pat each other on the back while co-operating for the good of advertising in general, and then to damn each other to the advertiser whose copy we are after. When we do this, we are destroying the good work of our combined efforts and retarding the progress that otherwise would be made. It tends to disconcert the advertiser and to cause him to lose faith in advertising.

Let me enumerate just a few of the practices that I think could

A talk delivered before the Magazine Departmental at the Denver Convention of the International Advertising Association.

be improved upon. They are not confined to the representatives of newspapers and magazines alone. Public speakers are often guilty of making statements that one medium or the other is the best, without any qualification. Trade journals frequently publish articles for the purpose of proving that one medium or the other is far superior for the advertiser to use. The publishers of newspapers and magazines are themselves quite free in publishing facts showing that their particular publication or their kind of publication has been used most successfully by some advertiser, inferring thereby that other mediums would not have done as well.

Too often the advertising salesman will over-estimate his own medium and damn the others without a true analysis of their comparative merits. Now I am not going to advocate the putting on of kid gloves in the solicitation of business. It is too hard to get these days. Neither do I mean that we should sing the praises of the other fellow's publication; that's his job. My motive is entirely selfish. It is not a bit altruistic.

What I am trying to set forth is the question of whether some of these objectionable methods are really practicable from the standpoint of getting more business in our own individual mediums.

In the first place, there should be no competition between newspapers and magazines. They are both great and profitable mediums. If this is not true, then fabulous sums of money are being wasted either in the use of newspapers or of magazines, whichever is the inferior medium.

To take the position that either the newspaper or the magazine is the better medium is to make oneself ridiculous and to libel a great portion of the advertisers of the country with the accusation that they are spending their stockholders' money in a reckless and unintelligent manner, and included in the libel are the agents who counsel and advise them.

Magazines and newspapers are, as a matter of fact, very much

dependent upon each other. They are the complements of each other. The magazines have developed a tremendous amount of business for the newspapers, and likewise the newspapers have greatly increased the appropriations in the magazines through their supporting and supplementary advertising.

But each has its separate function and neither can perform the function of the other as well. Any attempt to discredit either the magazine or the newspaper as an advertising medium is an insult to the modern advertising man. The big, final returns from the advertising in both newspapers and magazines are a sufficient rebuke to any such silly attempt. The question is not "Which is better?"—for each is better in its own place—but rather to determine the place of each in the advertising plan. What is the special function of each?

When are magazines to be used first, and when the newspapers?

When should they both be used?

It is not my contention that the advertising solicitor should become a full-fledged expert on these questions. The Lord knows he would have a hard time getting a hearing with many of our "hard-boiled" advertisers and agency men, even though he could so qualify. In the last analysis, these questions are decided by the advertising managers in conference with the advertising agents. But what I do maintain is that it is far better "selling" to know and to acknowledge the merits and functions of the other forms of advertising and to be able to talk intelligently about them rather than to condemn them in wholesale fashion, or to remain silent through ignorance.

When an advertising solicitor deliberately knocks another form of advertising he tends to discredit advertising in the eyes of the new advertiser and to discredit himself and his medium in the eyes of the old, sophisticated advertiser.

In the second place, the modern advertising salesman must recognize that most of the large successful advertisers use both newspapers and magazines and that the



After all, is there any better evidence of the outstanding dealer influence of a magazine than this:

That it is the first choice of the retailer when he spends his own money as a national advertiser?

It is significant that VOGUE is the first choice of the retailer who becomes a national advertiser.

Often Vogue is used exclusively to do the job. For example, the following retail stores place every dollar of their magazine advertising appropriations in Vogue:

### *The "Barbara Lee" stores*

- |  |   |
|--|---|
| Abraham & Straus, Inc.,<br>Brooklyn, N. Y. | Hutzler Brothers Co.,<br>Baltimore, Md.       |
| L. S. Ayres & Co., Indianapolis, Ind.      | The F. & R. Lazarus & Co.,<br>Columbus, Ohio. |
| L. Bamberger & Co., Newark, N. J.          | The Rike-Kumler Co.,<br>Dayton, Ohio.         |
| Bullock's, Los Angeles, Calif.             | Stix, Baer & Fuller Co.,<br>St. Louis, Mo.    |
| The Dayton Co., Minneapolis, Minn.         | Strawbridge & Clothier,<br>Philadelphia, Pa.  |
| The Emporium, San Francisco, Calif.        | The Wm. Taylor Son & Co.,<br>Cleveland, Ohio. |
| Wm. Filene's Sons Co.,<br>Boston, Mass.    |   |
| B. Forman Co., Rochester, N. Y.            |   |
| Frederick & Nelson, Seattle, Wash.         |   |
| Joseph Horne Co., Pittsburgh, Pa.          |   |
| The J. L. Hudson Co., Detroit, Mich.       |   |

### *The "Madelon" stores*

- |  |  |
|--|--|
| The C. H. Yeager Co., Akron, Ohio.                     | Shartenberg's, New Haven, Conn.                |
| Cotrell & Leonard, Albany, N. Y.                       | Russeks, New York City.                        |
| G. W. Gates, Anderson, Ind.                            | Block & Kuhl Co., Peoria, Ill.                 |
| O'Neill & Co., Baltimore, Md.                          | England Bros., Pittsfield, Mass.               |
| C. C. Anderson Co., Boise, Idaho.                      | Eastman Bros. & Bancroft,<br>Portland, Maine.  |
| R. H. White Co., Boston, Mass.                         | The Anderson Bros. Co.,<br>Portsmouth, Ohio.   |
| The D. M. Read Co.,<br>Bridgeport, Conn.               | Gladding's, Providence, R. I.                  |
| The Namm Store, Brooklyn, N. Y.                        | Miller & Rhoads, Inc.,<br>Richmond, Va.        |
| Coyle & Richardson,<br>Charleston, W. Va.              | The White House,<br>San Francisco, Calif.      |
| The Mabley & Carew Co.,<br>Cincinnati, Ohio.           | The Heinz Store, Scranton, Pa.                 |
| The Morehouse-Martens Co.,<br>Columbus, Ohio.          | The Cooper-Kline Co.,<br>Steubenville, Ohio.   |
| Sanger Bros. Dallas, Texas.                            | The Bon Marché, Seattle, Wash.                 |
| J. H. C. Petersen's Sons Co.,<br>Davenport, Iowa.      | T. S. Martin Co., Sioux City, Iowa.            |
| The Elder & Johnston Co.,<br>Dayton, Ohio.             | The Ellsworth Store,<br>South Bend, Ind.       |
| The A. T. Lewis & Son D. G. Co.,<br>Denver, Colo.      | Forbes & Wallace, Inc.,<br>Springfield, Mass.  |
| Yunker Brothers-Harris Emery Co.,<br>Des Moines, Iowa. | Schuneman's & Mannheimer's,<br>St. Paul, Minn. |
| Newcomb-Endicott Co.,<br>Detroit, Mich.                | Dey Brothers & Co.,<br>Syracuse, N. Y.         |
| Sanger Bros., Inc.,<br>Fort Worth, Texas.              | The Lamson Bros. Co.,<br>Toledo, Ohio.         |
| Paul Steketee & Sons,<br>Grand Rapids, Mich.           | Sanger Bros., Inc., Waco, Texas.               |
| Sage-Allen & Co., Inc.,<br>Hartford, Conn.             | Frank R. Jelleff, Inc.<br>Washington, D. C.    |
| The Anderson-Newcomb Co.,<br>Huntington, W. Va.        | Stone & Thomas, Wheeling, W. Va.               |
| H. P. Wasson & Co.,<br>Indianapolis, Ind.              | The Geo. Innes Co.,<br>Wichita, Kans.          |
| Penn Traffic Co., Johnstown, Pa.                       | J. C. Macinnes Co.,<br>Worcester, Mass.        |
| Broadway Dept. Store, Inc.,<br>Los Angeles, Calif.     | G. M. McKelvey Co.,<br>Youngstown, Ohio.       |

# VOGUE

*One of the Condé Nast Publications*  
*All members of the Audit Bureau of Circulations*

intelligent use of both makes for the most productive campaign.

With the proper knowledge of past experiences and present practices and with the knowledge that advertisers, whenever able, will use both newspapers and magazines in their advertising plans, I submit that the solicitor or publication that tries to influence the advertiser to use one or the other exclusively, on the theory that one is better than the other, is inviting a reaction quite prejudicial to his own interests.

In the third place, there is still another reason why newspapers and magazines should co-operate with each other. In the magazine field, group selling has been found to be very advantageous; groups like the Quality Group, the All-Fiction Field, the review publications, the small-town publications, national weeklies, general magazines, college publications and many others. In the good old days the Big Four, which included *Everybody's*, *Cosmopolitan*, *Munsey's* and the *American*, was the first example of successful group selling, where the solicitor suggesting the group was only interested in the revenue derived from one of the magazines.

In the newspaper field, the same experience has been enjoyed. Solicitors, on their own initiative, make up national lists of papers, make up lists of small-town papers, sectional papers, quality papers, mass papers, and evening, morning and Sunday papers. In both fields, it has been found to be a profitable method of selling. It has not been proved by any spirit of love or charity of our fellow competitors, but by the discovery that when we recognize the merits of the other fellow's publication, and we are frank enough to suggest its use, we usually receive greater consideration for our own publication. The advertiser has received these suggestions in a spirit of a desire on the part of a solicitor to render service. It has helped him and he has appreciated it.

Now, if this method has been successful in each field, why wouldn't the combination of both

fields likewise work successfully?

In so far as most of our big, successful advertisers use both newspapers and magazines, why would it not be a smart thing for the salesman to recommend a list of magazines together with a list of newspapers? Why try to discredit either in the hope of hogging the appropriation for the other, any more than we would now try to hog the whole appropriation for one magazine?

It is my opinion that the solicitor who approached the advertiser in this manner, and being thoroughly grounded in the fundamentals of both newspaper and magazine advertising, would make a greater hit with the advertiser and the agent than he would by trying to substitute one medium for the other.

The magazines and the newspapers are today working together in much closer harmony and co-operation than ever before, but we still have a long way to go before we can call it a complete performance.

One of the big reasons why we fail to measure up to the height of our responsibility is because of our ignorance of the other publications and their separate functions. My suggestion, made for the good of advertising in general, and for the good of our own publications, is that we learn more about the merits of the other fellow's medium; that we recognize its worth in its proper place; that we study the advertiser's problem with a view of sensing the proper place for each medium; that we locate our particular place in the program, and then drive home our merits for that particular function; that we contemplate that other forms of advertising will, of course, be used, and that we suggest a complete plan showing just where our medium and the other mediums fit into the general scheme.

In this way, we will be better advertising men; we will be doing our bit toward developing advertising along right lines, and we will sell more space in our own publications.

## 86% of America



Isolate, for a moment, the Wage Earning masses, as marketing possibilities. These families will be found to comprise 86% of America!

With bricklayers making \$14 a day, and other trades in proportion, it is easy to understand why their wives can afford to spend 41 billions of dollars a year for food-stuffs, nearly 6 billions of dollars a year for housefurnishings, and proportionate amounts for other staples and moderately priced luxuries.

It is but natural that more people now pay more money for True Story at the newsstands than for any other magazine in the world. . . . True Story's democracy of editorial appeal has made it the only great national magazine tapping 86% of America. Magazine advertisers MUST use True Story to sell this new market!

## True Story

The ONLY Magazine  
They Read



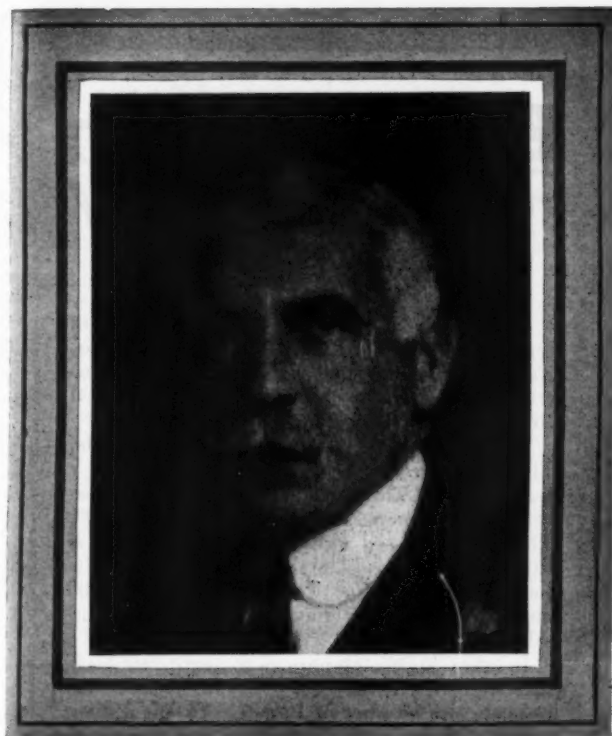
# Says *Mr. Kahn* Luxuries of the RICH

(Thirty-one of the nation's leading thinkers, in a new book for business men, announce a new basis for sales quotas. They emphasize the fact that 86% of America—the American Wage Earner—has suddenly become a prospect for advertised goods. With an income increase of over 240 per cent within the past 12 years, this enormous new Wage Earning market has the power to make or break the commercial leaders of Tomorrow. . . . The new book about the Wage Earners—entitled "86% of America," is being sent to business men, upon request. Below is an excerpt from Mr. Kahn's contribution to the volume:)

"Prosperity is more widely dif-

WRITES Pepsodent: "The pulling power of True Story seems almost phenomenal." (These people are seeing Pepsodent magazine advertising for the first time in their lives!) Some other advertisers who are insuring national leadership by selling the Wage Earning market (86% of America), through the ONLY great national magazine that taps it: Postum Co. Inc., The Fleischmann Co., Eastman Kodak Co., Lever Bros. Co. (Lux Flakes & Toilet Form), Cellucotton Products Co., R. L. Watkins Co. (Mulsified Coconut Oil & Glostora), Lambert Pharmacal Co. (Listerine & Listerine Tooth Paste), S. C. Johnson & Son (Floor Wax), Aladdin Co. (Ready Cut Houses), Mennen Co., Northam Warren Co. (Creme Elcaya & Cutex), Spool Cotton Co., L. C. Smith & Corona Typewriters, Inc., Chesebrough Mfg. Co. (Vaseline), Zonite Products Co., B. F. Goodrich Rubber Co. (Zippers).

fused in this country, excepting, for the time being, the situation of the agricultural population, than it ever was before, or than it is anywhere else. The standard of living of the masses of the people is higher than it ever was before, or than it is anywhere else. The difference between that which is available to people of small means and that which is available to the well-to-do, or even the rich, is steadily diminishing."



OTTO KAHN (from "86% of America")

# Within *their* Reach

## *An Entirely New Market*

In effect, 86% of America has become a power in the affairs of merchandisers. A power that, for sheer weight of numbers, cannot help but build or kill the commercial leaders of Tomorrow.

Once the silent scene-shifter on Life's stage, the American Wage Earner has stolen the limelight from the white-collar star. And, like all newly arrived actors, he is

distributing his bankroll with a liberal hand.

Advertisers who would satisfy his tastes for fabrics, foods and furnishings need keep but one thing in mind: He reads **ONLY ONE** big national magazine, True Story. To reach him, magazine advertisers **MUST** use True Story.

A post card to True Story, 1930 Broadway, New York City, will bring more facts about him—in the new business book called "86% of America."

# Birmingham

## *The South's Greatest Industrial Center!*

Picture a city covering 52 square miles of territory, embodying over 750 factories, furnaces, mills, mines and various kinds of industries—and you will have visioned industrial Birmingham.

Within this city there are 247,548 people. Their bank resources total \$110,546,888. They have \$94,304,928 on deposit. During 1926 their bank clearings amounted to \$1,447,643,643. The 60% assessed value of their property is \$193,004,518. In 1926 their building permits totaled \$22,263,116. They own over 39,000 automobiles. They have 49,000 children in school.

It takes 36,000 telephones to serve this busy thriving city. Over 48,000 water connections indicate the number of homes. This is a busy city and many of the industries run night and day—and produced during 1926—1,600,000 tons of steel; 2,881,000 tons of iron; 20,400,000 tons of coal and 4,700,000 tons of coke.

Today Birmingham is the South's greatest industrial city—and is the largest city for its age in the world. It is also known as one of the most responsive markets in the United States.

## The Birmingham News

*The South's Greatest Newspaper*

MORNING

EVENING

SUNDAY

NATIONAL REPRESENTATIVES

KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia

J. C. HARRIS, Jr., Atlanta



# Our Salesmen Help One Another

We Believe Co-operation Should Begin at the Home Office with the Executives If It Is to Spread among the Salesmen

By Andrew S. Butler

President, McDougall-Butler Co., Inc.

THE wisdom of the old saying that an ounce of loyalty is worth a pound of cleverness nowhere applies better than when employed in cementing relationships among the personnel of a firm's sales organization. Every man before being admitted to a sales force should be examined as to his ability to work in harmony with fellow workers and contemporaries. If he be found of the type that works most effectively in single harness, he should not be accepted, as he will do better work elsewhere, and the sales organization of which we speak will surely function much more effectively without him. What is true of horses in this respect is true of men as well. Some can't work in teams and should not be put to the task so long as opportunities, of which there are many, exist for single workers.

I believe a spirit of helpfulness can be developed in all sales organizations except in those that are constructed for the most part of the type of men I have referred to as being best fitted to work in single harness. One or two so-called single harness workers in an organization can tear down *esprit de corps* about as fast as an army of team workers can build it up.

Assuming that we have an average sales force to work with, headed by a sales executive thoroughly cognizant of the value to be had from team work participated in by even the newest member of his organization, we will now discuss the avenues to go through for best results.

Getting salesmen to help one another must be in the minds of sales executives in all their contacts, not only with the salesmen, but with the members of all departments of the business. In this way department heads also will

sense the obligation of giving help to salesmen and then all will play a part in what may be called a form of composite co-operation.

It can and should be featured as one of the major subjects for discussion at all sales conventions. Whenever salesmen are convened the propriety and wisdom of helping one another should be stressed. It can be inspired through the constructive help sales executives, impressed with its importance, can render unstintingly to every member of their sales forces. It should be suggested in all personal correspondence directed to salesmen whenever a sales executive has reason to feel some member of the force can be of help to one of his brother workers. Salesmen must be made to see the value of team work both as it affects the company and hence themselves, and as it affects themselves and hence the company.

If salesmen are encouraged to help one another, they will do it to make an impression on the house, if for no other reason. A salesman, like many another individual, takes pride in demonstrating his ability to a fellow worker. The house must, of course, keep a hand on the helm.

The most valuable salesman is the one that can, and will help the common cause. Right from the beginning of one's connection with an organization, this fact should be inculcated into him by having him spend a week or more in company with one of the other salesmen, absorbing, among other things, this quality of helpfulness born of environment in well-rounded-out sales forces.

I have known salesmen to be so imbued with the spirit of co-operation as to deem it a privilege and pleasure to leave their own territories and travel at their own expense into another's field,

to give a fellow worker a helping hand. The unselfishness of such an individual is generally directly rewarded by his beneficiary returning the favor at his first opportunity, whereas others of the sales force will hasten to follow suit, especially if the house sets up such an act to them as a good example. Underlying the thought of salesmen helping one another, there must, of course, be a policy defined or otherwise, which promotes and encourages it.

While the whole idea may be termed idealistic, our company has endeavored to encourage and promote co-operation between its salesmen in four definite ways. First, in all of its sales convention sessions; second, through a weekly "News Bulletin"; third, through personal training, and fourth, by actually demonstrating the idea in practice when executives are at work in the field personally with a salesman.

Hours have been spent in our convention sessions during the last few years in discussing openly this subject. Each salesman who has been helped by a neighboring representative tells his story—and some very interesting stories are told. Every man who listens to them is led to think of the possibilities of working with the fellows whose territories border on his. The sales manager of our company talks to the men about co-operative work at our sales conventions, and appeals to them to help one another.

The first appeal is company interest. We find few, if any, of our men who are not willing to tackle the extra task in the interest of the company. If a man on a certain territory needs help, he gets it from his neighbor, even though the two may not be intimate friends. This may seem altruistic, but it is done in the interest of the company.

The second appeal is friendship. The friendly spirit which permeates the sales organization leads to co-operative effort among the men. The third is the appeal of self-interest, which is bound to work if the others fail. No man can expect to benefit from the help

of salesmen in adjoining territories if he himself is not ready and willing to give his help when it is requested. As a result nearly every salesman leaves the convention with tips he has received from other salesmen, with promises of help, and with engagements to meet in border towns to engage in co-operative work.

The "News Bulletin" which we issue every week is a splendid medium for impressing the salesmen with the importance of helping each other. Blanks are sent to the men each week on which to report items of general interest. Men who have received help from salesmen in neighboring territories are not at all backward about reporting it, and the "News Bulletin" publishes these acknowledgments of co-operation, which have a telling effect upon the men who are not so quick to lend a hand.

The executives of the company find numerous occasions to start men on the way to helpful co-operation. Some of us make a special effort to dig up tips on business in other territories while we are in the company of one of our men, and to get that man to write the details to the salesman in whose territory the business is to be had. Or we may suggest, when a certain good prospect in a border town is to be called on, that the help of the salesman in the neighboring territory be enlisted.

Some of the results of this co-operative work may be of interest. One of our men lunched with a customer one day and exchanged views on merchandising with him. In the course of the conversation the customer told of a visit he had made to a friend in the same line of business in a town some seventy-odd miles away, for the purpose of getting new merchandising ideas. This man was a particularly good merchant, as well as a good friend. Our salesman put the friend's name down as a prospect and arranged to call on him even though the town was not in his territory. He also arranged for the salesman in whose territory the town was located to accompany him. With the influence of our customer behind them, these two

# Los Angeles Times

is delivered to

# MORE HOMES

than any other

Los Angeles Newspaper

---

Eastern Representative: WILLIAMS, LAWRENCE &  
CRESMER CO., 285 Madison Ave., NEW YORK—  
360 North Michigan Blvd., CHICAGO.

men together were successful in selling the prospect.

In closing a big deal, a salesman is often helped greatly by the support of a second party. Our men make frequent demands upon the executives of the plant for help of this kind. There have been times, however, when men have solicited the help of the salesman in the adjoining territory, and invariably the results are very gratifying.

It is difficult in some instances to draw territorial boundaries without causing two salesmen's interests to overlap to a certain extent. In one instance of this kind we found that the two salesmen involved were meeting about once a month in a border town and discussing the situation. By helping each other they were accomplishing a great deal, while men of a lesser caliber might have developed an antagonistic spirit and accomplished nothing.

It is a great help in breaking in new salesmen to have the fellow in the adjoining territory lend a helping hand. Frequently meetings can be arranged without disturbing the routes of either man to any great extent. Many of the men we put on the road are young fellows who have been trained in the plant and office, and they are well acquainted with the veterans on the road. The veterans need no encouragement to make them take a paternal interest in the boys who are starting in. They give them all the help it is possible to give them, but it is the training in co-operative work that enables them to know when, where, and how to help.

Summing up what I have had to say, I believe that the personality, individual or composite, of the chief executives of a firm, reflects itself very plainly in the character of the sales co-operation furnished by one salesman to another. A family spirit not lacking in cohesiveness must be instilled, not only into the sales department, but throughout the entire organization of any firm hoping to accomplish in a whole-hearted way, the giving of help to one another on the part of salesmen.

## Shakespeare — A Sloganeer

INDIANAPOLIS "NEWS"  
INDIANAPOLIS, IND.

Editor of PRINTERS' INK:

A local business man of prominence has asked us whether we can learn who originated or owns the slogan "We are advertised by our loving friends." If this information happens to be available, in your office, will you please send it to us?

INDIANAPOLIS "NEWS,"  
DOM BRIDGE,  
Manager, Merchandising, and  
National Advertising.

THE slogan "We are advertised by our loving friends" was registered in the PRINTERS' INK Clearing House of Advertised Phrases in June, 1919, and credited to the Mellin's Food Company, Boston. It was apparently first penned by William Shakespeare when he wrote Scene three, Act five, of "King Henry the Sixth."

King Henry expected an encounter with French forces, 30,000 strong, when he said:

We are advertised by our loving friends,  
That they do hold their course toward  
Tewksbury,  
We, having now the best at Barnet  
field,  
Will thither straight for willingness  
ride way;  
And, as we march, our strength will be  
augmented  
In every county as we go along.

His own forces had been spent by the battle which had been rather successful. The thought is that because they had been successful the news would spread and more recruits would volunteer on the march through towns.

J. S. Wichert, of the advertising department of the Mellin's Food Company, informs us that the slogan has been used by his company for many years. Let him tell in his own words how it was adopted: "This slogan was suggested to Thomas Doliber, president and treasurer of the Mellin's Food Company, by Thomas I. Delano, and adopted in the early 80's and has been used continuously since that time."

Little did Shakespeare realize, when he wrote that line, that he was nourishing the infant, "advertising."—[Ed. PRINTERS' INK.]



# In 9 out of 10 Portland Homes

Portland has \*73,648 homes

Portland People read 71,279  
Sunday Oregonians

Total Oregonian Circulation

- Over 154,000 Sunday
- Over 104,000 Daily

Largest Circulation of any paper in the  
Pacific Northwest

\*Estimate based on 1927 School Census

NATIONALLY REPRESENTED BY

VERREE & CONKLIN

NEW YORK  
185 Madison Ave.

CHICAGO  
Steger Building

DETROIT  
Free Press Building

SAN FRANCISCO  
Monadnock Building



June 9, 1927

PRINTERS' INK

123

## Magazines for Men

Masculine is the outstanding appeal of the magazines that make up the **ALL-FICTION FIELD** (with always a "Ladies Welcome" sign).

If you are selling a male market, you have no time or money to waste with boudoir books.

Our man-market reads through from cover to cover every day of the year — and shouts for more! Here is the one periodical grouping that gives you national coverage of the masculine field.

\$3,100 a page

## All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK CHICAGO BOSTON SAN FRANCISCO



# True Enough

**The Elks.**  
Magazine

is the largest  
Magazine  
for MEN

**50,000 Identified Subscribers**

**East 42nd Street, New York City**

A gentleman who knows considerable about circulations, Mr. O. C. Harn has pointedly suggested that space buyers should not consider mere circulation figures alone as their yardstick of purchase.

NOW comes Mr. S. E. Conybeare, who knows considerable about advertising, and as pointedly suggests that there is also a "colored gentleman" in the fuel pile in the matter of lineage figures.

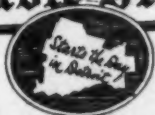
IT looks as though the "squabble departments" of some newspapers would have to close up.

THE Detroit Free Press rests its bid for advertising space upon the modest assertion that its circulation is equivalent to a coverage of every other home in the twenty-five counties that constitute the Detroit market. That means just about every buying unit of real consequence. This is circulation you can use instead of circulation that uses you.

AS to lineage—The Free Press is carrying enough to build for itself a six million dollar plant in the heart of Detroit, and still have a few dollars left for odds and ends.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco



# The Duties of an "Advisor in Public Relations"

Ivy L. Lee Defines His Business

[EDITORIAL NOTE: Called as a witness before the New York State Transit Commission at an inquiry into the affairs of the traction interests of New York City, Ivy L. Lee, who is retained by the Interborough Rapid Transit Co., as an "Advisor in Public Relations," answered certain questions about his business, his service for the Interborough and his compensation therefor. The questions were asked by Samuel Untermyer, special counsel of the Transit Commission. The answers are by Mr. Lee. This examination of Mr. Lee followed the examination of James L. Quackenbush, general counsel of Mr. Lee's client, the Interborough company, which was reprinted in part in *PRINTERS' INK* of June 16. Only such portions of the testimony are given as refer to Mr. Lee's services and business.]

**Q.** What is your occupation?  
**A.** Well, I assist various corporations and individuals any way that I can, primarily in reference to publicity and public relations.

**Q.** That is your business, is it?  
**A.** Yes, sir.

**Q.** And has been for how long?  
**A.** About twenty years.

**Q.** And you have a large clientele?  
**A.** Well, I have a substantial clientele, yes, sir.

**Q.** How many corporations and individuals do you assist in this way with publicity?  
**A.** I could not say offhand, Mr. Untermyer; perhaps twenty-five or thirty.

**Q.** And they include some of the most important corporations in the country?  
**A.** Yes, sir.

**Q.** Where are your offices?  
**A.** 111 Broadway.

**Q.** You maintain a staff there?  
**A.** Yes, sir.

**Q.** How much of a staff have you?  
**A.** My staff proper, that is, men who are doing what I would call professional work—I think there are twelve, with clerks and stenographers besides.

**Q.** What do you mean by doing professional work? Is this a recognized profession of yours?  
**A.** Not in the sense that law or medicine are; no, sir.

**Q.** The business you do is not a recognized profession, is it?  
**A.**

Not in the sense I spoke of, no.

**Q.** You are not exactly what you would call a publicity agent, are you?  
**A.** No, sir, I don't think so.

**Q.** Then you stand alone in the country in this particular profession of which you speak, do you not?  
**A.** No, sir; I do not think so.

**Q.** Is there anybody else in the same line of business?  
**A.** Yes, sir.

**Q.** Who else is in the same line of business?  
**A.** Well, there are a good many. I could mention a number of them, if you like.

**Q.** Aren't they all publicity agents?  
**A.** No, sir. I think that some of them would take their work quite as seriously as I do mine.

**Q.** Does not the publicity agent take his work seriously?  
**A.** So far as I know; yes, sir.

**Q.** What is the difference between the vocation you follow and that of the publicity agent?  
**A.** I don't know, sir.

**Q.** Is there any?  
**A.** I don't know, sir. I have never been able to find a satisfactory phrase to describe what I try to do.

**Q.** You have defined yourself as an advisor on social relations, have you not?  
**A.** No, sir. I used the language—you asked what my occupation was. I assist various corporations, interests, in any way that I can.

**Q.** What do you mean? You do not assist them in selling goods, do you?  
**A.** If I could.

**Q.** What?  
**A.** If I could, yes, sir.

**Q.** If you could?  
**A.** Yes, sir.

**Q.** Do you act as salesman for some of them?  
**A.** No, sir, but I act as advisor, for example, to a number of corporations with reference to their advertising, which is distinctly a selling operation.

**Q.** I am speaking of your publicity activities. You cannot see any difference between the activities that you follow in that respect

and the activities that are generally embraced in the term of a publicity agent? A. Well, I am quite prepared to say no.

Q. And this phrase defining your occupation as that of an advisor in public relations is not authorized? A. I do not want to quibble over words, Mr. Untermyer, but I do not know just what you mean by the word "authorized."

Q. It is not authorized by you? You do not pose as an advisor on public relations to these corporations? A. I hate to think I pose. I try to advise them with reference to their public relations.

Q. I did not use the word "pose" in any offensive sense. A. I am sure of that.

Q. I only used it as descriptive. A. Certainly.

Q. When you say you advise them on public relations, what do you mean? A. Well, practically every large corporation has, of course, very important relations with the public. It is important to study the operation of public opinion, study the attitude of the public. It is very important that the corporation or interest should make known its activities so they will be understood.

Q. Yes. A. (continued) And my work is to assist, as far as I can, in enabling corporations to do that.

Q. You mean in placing their affairs before the public through publicity methods in the most favorable light? A. That and also so shaping their affairs that when placed before the public they will be approved.

Q. Are you concerned with shaping the affairs of these corporations? A. I am very often consulted with reference to their policies, yes, sir.

Q. When did your relations with the Interborough Rapid Transit Company begin? A. 1916, I think.

Q. You are not a director of the company, are you? A. No, sir.

Q. You have been employed continuously from 1916 to the present time? A. Yes, sir.

Q. At an annual salary and ex-

penses? A. Yes, sir.

Q. Have you an office with the company? A. No, sir.

Q. What was your salary in the beginning, in 1916? A. \$12,000 a year. That is, that is what was paid me. We did not agree upon the salary, Mr. Shonts and I, until I had been working for them for fourteen months.

Q. Then your salary was fixed by the time you had been working? A. Yes, sir.

Q. And it continued at \$12,000 per year for how many years? A. I don't remember the exact number, Mr. Untermyer. It was a number of years. I could give it to you easily.

Q. You remember the occasion of the dual contract of 1913, do you not? A. Well, I know of it from the press. I, of course, was not related to the company then.

Q. Your salary was reduced at one time, was it not? A. At my own request.

Q. In 1920? A. Yes, sir.

Q. You thought you were getting too much money? A. No, sir; I thought that the company at that time was very close to receivership.

Q. That was in 1920? A. Yes, sir.

Q. And you reduced your salary to \$8,000 a year? A. No, sir, \$6,000.

Q. No; first to \$8,000, in 1922.

A. I rather imagine that that is the amount paid to me, Mr. Untermyer, because it was reduced to a rate of \$6,000 a year.

Q. Well, for 1922, it was reduced to \$8,000 and then in 1923 and 1924 to \$6,000? A. Those were the amounts paid to me. The rate was \$6,000.

Q. In 1925 it was \$10,000? A. You have the figures as to what they show.

Q. Up to June, 1926, that is for the year from June, 1925, to June, 1926, it was \$12,000 a year? A. Yes, sir.

Q. It is still running at \$12,000? A. Yes, sir.

Q. Your salary having been reduced at your request or on your suggestion, was it increased on your suggestion? A. No, sir.

Q. On whose suggestion was it

More Than  
195,000  
Daily

**Los Angeles Examiner**

More Than  
425,000  
Sunday

5c. DAILY

JULY 7, 1927

10c. SUNDAY

## EXAMINER PROVES MEDIUM TO REACH BUSINESS MEN

### LUMINOUS SIGNS IN NEW DISPLAY TEST

A NEWSPAPER which is read by the business men of a community may fit into advertising programs ordinarily considered effective in only trade publications.

That is the conclusion drawn from the experience in Los Angeles of Neale, Inc., manufacturers of luminous tube electric signs and exclusive Western licensee of Rainbow Light, Inc.

Entering the columns of The Examiner in Los Angeles with some skepticism as to whether or not their proper medium were a newspaper, insofar as Neale Signs are limited in purchase to operators of business organizations, the firm has since become enthusiastic over results.

Here is a letter that Edward G. Neale, president of Neale, Inc., wrote us recently, and which we think is particularly interesting to all newspaper publishers and advertising agents, as possibly opening up new avenues of business-getting for their customers and clients. Neale Signs is advertised exclusively in The Examiner.

"It is a source of wonder to us that we did not realize the possibilities in using your medium for advertising our product a long time ago. To the best of our knowledge, newspaper advertising has never been used to sell electric signs.

"It was only after your represen-

### About Lorna Palmar . . .

MISS LORNA PALMAR, whose artistic delineations of what prominent society women of Los Angeles wear at this or that function have won

wide applause in the Examiner region, comes from a family of unusual talents. Her father was a widely known artist, while Miss Palmar herself attended the Chicago Art Institute.

Combining beauty with brains and charm, Miss Palmar typifies the place that modern young women are carving for themselves in the newspaper world. She works closely with Miss Velva Darling, another product of Los Angeles Examiner training, whose feature, "Sometimes I Think It Does, But Sometimes I Think It Doesn't," is widely syndicated.



tative had pointed out to us the possibilities of this medium that we were convinced enough to make the test. The results have certainly been more than satisfying.

"Three large national accounts, which we have sold, were leads secured directly through Examiner advertising.

"We have found that it has been a great prestige builder, the fact that we advertise in the Examiner tending to give us more standing as a firm.

"We write you this solely because we want to express our appreciation for having been sold on such a worth while advertising medium."

increased? A. I don't know; the information that it was to be increased was conveyed to me by Mr. Quackenbush.

Q. It was twice increased. Was the information conveyed to you each time by Mr. Quackenbush?

A. No, sir; only once. The figures you have relate to the amounts paid to me in each year. There was never but one change. It was from \$12,000 to \$6,000 and back to \$12,000.

Q. Are you the editor of the "Subway Sun" or the "Elevated Express"? A. Yes, sir.

Q. You are? A. In so far as it has an editor, I am.

Q. You are the deviser of that work? A. Yes, sir.

Q. You prepared the material for the "Subway Sun," did you not? A. Well, it is prepared in my office; some of it I prepared personally.

Q. I want all your propaganda. It is a large order, is it not? A. Sir?

Q. It is a large order? A. Not so very large, no, sir.

Q. Is it not? A. No, sir.

Q. Over these twelve years? A. No, sir.

Q. In which you have got a hundred and odd thousand dollars, it is not a large order? A. Not in volume, no, sir.

Q. What do you mean, in brain material it is large? A. I like to think so.

Q. That is what you mean when you say not large in volume? A. Yes, sir.

Q. Not large in volume but the result of a great deal of thought and ingenuity? A. Yes, sir.

Q. That is what you mean, is it? A. Yes, sir.

Q. How much of your time is occupied with the affairs of the Interborough Rapid Transit Company? A. It varies, Mr. Untermyer.

Q. Of course it does. Does it average an hour a week the year through? A. Yes, sir.

Q. You think it does? A. Yes, sir.

Q. Do you keep any record? A. No, sir.

Q. —to show how much time

you devote to each of your clients?

A. No, sir, I do not.

Q. You would say it was more than an hour a week, on an average all the year round? A. Yes, sir.

Q. There are times when you don't have anything to do for months? A. Times when I personally don't have anything to do for months?

Q. Yes. A. Yes, sir. But I have a staff which keeps in touch with the situation all the time.

Q. How would the company be injured, Mr. Lee, if it should have the misfortune to lose your services and gain \$12,000 a year and expenses? A. I am afraid I cannot answer that question.

Q. Can you point to any great loss that would pursue the company? A. I would not point to any; no, sir.

Q. Is that from modesty or because nothing occurs to you? A. I would like to think it was from modesty.

Q. We will assume that you are modest in telling us how the company would lose if it should save that money. Will you tell us? A. I would not assume to answer that question, sir.

Q. I don't suppose you would care to disclose the names of your largest clients, except as they have been disclosed in publications? A. I am quite prepared to disclose those which have already been publicly known.

Q. There are a great many whose names have not been published? A. Yes, sir.

Q. And among those whose names have been published are who? A. Bethlehem Steel Company, Pennsylvania Railroad, Armour & Company.

Q. The Rockefellers? A. Yes, sir.

Q. The Standard Oil? A. Yes, sir.

Q. They are all salaried employments, are they not? A. Either salary or retainer. My work is done on somewhat the basis of a law office.

Q. You mean you get a retainer whether you do anything or not? That is the basis of a law office?

# The Mouth



**T**HIS mouth consumes all that 750,000 people can eat. It requests all that 750,000 people can wear. Its speech is most often prompted in making purchases by what is advertised in The Washington Star.

The Washington trading area is half again the Capital's population. Virginia and Maryland, in a 25-mile radius, buys in Washington.

**FREE  
SERVICE**  
to Agency and  
Advertiser

Request any dealer distribu-  
tion data, survey service,  
consumer statistics that will  
help you plan your campaign  
through the

**TRADE FACTS DEPT.**

of

## The Evening Star

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office  
**DAN A. CARROLL**  
110 E. 42nd Street

Chicago Office  
**J. E. LUTZ**  
Tower Building



## Who Said Cotton Stockings?

Remember when all the women used to wear 'em? In the winter black ones—in the summer white ones?

And they only cost two bits, too.

Well, don't get any notions. Cotton stockings are *not* coming back. At least for the folks you know, they are as obsolete as starched petticoats or Uncle Tom's Cabin.

What has happened to the cotton stocking trade is typical. Whether it's food or furniture, lipstick or lingerie, automobiles or automatic heating, cotton-stockings standards of buying are dead letter.

During the past decade our unprecedented prosperity has lifted several million families of America to a plane of luxurious living such as the world has never seen before.

What yesterday were rated rank extravagances today are looked upon as commonplace necessities. Check that statement with your own personal experiences. Holds water, doesn't it?

W  
cla  
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cir  
it f  
alw  
den  
can  
Cos  
90  
and  
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of  
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Cos  
oth

326  
Chi  
Gen  
Det

Well now, as this free-spending, luxury-buying class expanded from a few hundred thousand to several million, there was one magazine whose circulation paralleled that growth. It paralleled it for the very good reason that its editors have always selected its contents to meet the exacting demands of those folks who know the best and can afford to buy it.

Cosmopolitan is that magazine.

90% of Cosmopolitan's circulation—over a million and a half now—is among the better families of America. These people live in the cities and towns and wealthy suburbs where over 80% of the Nation's business is concentrated. With rhythmical consistency they pay 35 cents for Cosmopolitan when they could buy half a dozen other magazines for the price of this one.



*Let a Cosmopolitan representative give  
you more complete information.*

### *Advertising Offices:*

326 W. Madison St.  
Chicago, Illinois

Gen'l Motors Bldg.  
Detroit, Michigan

119 W. 40th St.

New York City

5 Winthrop Square  
Boston, Mass.

625 Market Street  
San Francisco, Cal.

A. In the same sense that a lawyer does.

Q. I anticipated you by saying that that was the basis of a law office. A. I followed you.

Q. This is not a retainer, is it, this \$12,000? A. Yes, sir.

Q. That is a retainer whether you do anything or not? A. In the same sense that a lawyer's retainer is, yes, sir.

## From Sugar to Pipe Nipples—Everything Is Packaged

HONIG-COOPER COMPANY  
SEATTLE, WASH.

Editor of PRINTERS' INK:

Do you have any references to experiences of manufacturers of high-class shirts in regard to the type of individual package used? Many shirts are packed three to the box. What has been the experience of manufacturers in packing them individually?

HONIG-COOPER COMPANY,  
WARREN E. KRAFT,  
Vice-president.

THE general practice among shirt manufacturers is to pack shirts in boxes of one-third or one-half dozen. As a rule, the retailer keeps the shirts in these boxes until they are sold. In many of the more modern stores, the dealer displays the shirts in dust-proof cases. About the only use that has been made of individual packages has been at Christmas time when retailers have used special gift boxes. In some instances, these boxes are furnished by the manufacturer and imprinted with the dealer's name.

There are several objections to packaging shirts in individual boxes. The first is that the average man likes to examine shirts in the bulk, as it were. He likes to feel the goods, compare the appearance of the various shirtings and perform other parts of the buyer's ritual which would not be possible if the shirts were packaged.

In the second place, the average retailer objects to individual packages because he feels that they take up too much room in a department which already takes up quite a bit of room in his store.

There are several other objections familiar to the shirt manufacturers. Many of them are exactly the same objections as those encountered initially by almost all manufacturers who considered packaging.

These objections do not mean, however, that shirts cannot be packaged individually. In a day when everything from sugar to pipe nipples is being packaged, there is no reason to believe that a good package, properly advertised and properly merchandised to the dealer, would not be successful.—[Ed. PRINTERS' INK.]

## New Jersey Publishers Elect E. H. Carpenter

Edmund H. Carpenter, of Woodbridge, N. J., was elected president of the New Jersey Press Association at its recent annual meeting held at Lenox, Mass. J. Logan Clevenger of the Perth Amboy News, was elected vice-president, Fred W. Clift, Summit Herald and Record, secretary, and W. B. R. Mason, Bound Brook Chronicle, treasurer.

The following were elected to the executive committee: W. B. Bryant, Paterson Press-Guardian; W. A. Haffert, Sea Isle City, Cape May County Times; R. E. Lent, Passaic News; E. V. Savidge, Hopewell Herald; G. P. Wilson, Long Branch Record; F. L. Crane, Elizabeth Journal; and Miss Mabel Brown, Matawan Journal.

## W. S. Cady, Advertising Manager, Cleveland "Press"

William S. Cady, for the last two years national advertising manager of the Cleveland Press has been appointed advertising manager. He succeeds John G. Meilink, whose appointment as business manager of the Press was reported in last week's issue of PRINTERS' INK.

## Death of James T. Wetherald

James T. Wetherald, president of the James T. Wetherald Advertising Agency, Inc., Boston, died recently at Pasadena, Calif. He was sixty-nine years old. He established this agency in 1900. For many years previous to that time he had been a member of the firm of Pettingill & Company, Boston advertising agency.

## General Outdoor Advertising Appointments

Harold J. Mahin and Malcolm Niebuhr, of the General Outdoor Advertising Company, New York, have been placed in charge of the agency sales service of that company.



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# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

### *Truth Well Told"*

ADVERTISING created and placed by The H. K. McCann Company appears in every type of medium of proved merit. Pictures, the Universal Language, give outdoor advertising a particular value in a campaign, and the broad appeal of this medium is appreciated by many of those who hold to the knowledge that "Truth Well Told" is a sound policy to follow. Such companies find their advertising keyed to the season and in tune with the times.

Among such advertisers are the Standard Oil Company of New York, which uses outdoor advertising for its famous *Socony* brand of petroleum products; the California Packing Corporation for its well-known *Del Monte* brand of canned goods; and the Perfection Stove Company for its popular *Perfection* Oil Cook Stoves and Heaters. This outdoor advertising ties up with newspaper and magazine advertising, presenting on a large scale one dominant idea from month to month.



**PERFECTION**  
OIL HEATERS

over—

# Outdoor Advertising through You



These 24 Sheet 's w  
The H. K. McCann Company  
through the National Outdoor Ad

your Advertising Agency



PERFECTION

lead the world  
in sales and satisfaction



this.. Socony

SO & MOTOR OIL

PANT YORK . . 26 Broadway

et 's were prepared by  
ony and placed by them  
Advertising Bureau, Inc.

## OUTDOOR ADVERTISING

### *Through Your Advertising Agency*

THE Posters shown on the reverse side were prepared by The H. K. McCann Company, and placed by them through the National Outdoor Advertising Bureau, Inc.

An important percentage of the total number of large and small National Outdoor Advertisers are now placing their outdoor advertising through their advertising agencies.

Working hand in hand with their advertising agencies give these advertisers the benefit of their agencies' creative service and advice. This makes the outdoor advertising of each a harmonious and coordinate unit of their respective advertising campaigns.

By placing their outdoor advertising through their advertising agencies, these advertisers secure the best service obtainable from plant owners everywhere. This includes such important facilities as location, service upkeep, checking information, statistics and trade cooperation.

If your advertising agency is one of the 223 members of the National Outdoor Advertising Bureau, Inc., consult with your agency on your outdoor advertising.

## *National Outdoor Advertising Bureau*

INCORPORATED

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# When Is a Slogan a Trade-Mark?

Even the Patent Office Appears to Be Inconsistent in Answering That Question

*Washington Bureau  
of PRINTERS' INK*

MANY manufacturers have found that it is possible to register a slogan as a trade-mark, after using the slogan to identify their merchandise. This protection becomes more important as the use of slogans widens, and a number of cases indicate that it is well worth while. The present attitude of the Patent Office, however, appears to complicate registrations of the kind, and it is well for applicants to proceed carefully so as not to prejudice their chances of securing protection for their slogans.

As an example, the slogan "Every Drop Delicious," without modifying words, is not registrable as a trade-mark under the Act of 1920, according to a decision of the Patent Office. Like a number of others, this decision indicates that within the organization of the Patent Office there is a voice of authority that sometimes falters into inconsistencies which are, to say the least, confusing. However, users of valuable slogans may find in a brief history of the case an obstacle to avoid when applying for registration.

The records show that the Nash Coffee Company, of Minneapolis, originally sought to register the mark, "Every Drop Delicious," under the Act of 1905. But this was denied on the ground that the slogan was descriptive of the goods and that its trade-mark use had not been shown. Then the applicant changed the application to one under the Act of 1920. The examiner, however, denied registration mainly for the reason that the commissioner, in his decision affirming the examiner's denial of registration under the 1905 act, held that the applicant had not shown trade-mark use.

The last decision, by William A. Kinnan, first assistant commissioner of patents, refers to the

decision of the commissioner as stating that the ordinary purchaser would probably regard the notation "as descriptive or advertising matter, the same as any other printed matter that might appear on the package, a mere advertising slogan that anyone might use, except in unfair business competition." The decision further quotes the commissioner to the effect that the words do not come within the definition of a technical trade-mark because they cannot serve to distinguish goods.

This argument appears to apply logically and with reasonable justice to an application under the Act of 1905; but by the wording of the law and the files of the registration office it is shown to be inapplicable to the Act of 1920. It should be remembered that the Act of 1920 was passed for the specific purpose of giving registration to a great many descriptive, geographical and other marks, not registrable under the Act of 1905, so that they could be registered in foreign countries. Any further domestic protection furnished by the Act of 1920 has been questioned by many authorities; but at least it gives the registrant the protection of the registration notice.

Undoubtedly, for this reason, thousands of owners of slogans, some of them unmistakably descriptive, have registered them as trade-marks under the Act of 1920. Not more than an hour spent in going through the files revealed that there are many slogans registered very similar to "Every Drop Delicious," all applied to coffee, and among them may be mentioned, "As Good as Coffee Can Be," and "Good to the Last Drop." Typical of scores of others applied to other products are, "As Good as It Looks" and "Goodness Knows They're Good."

Furthermore, in the "Patent Gazette" of October 26, two marks are published as technical trade-

marks which appear to be significant. The first includes the slogan "Every Swallow Brings You Joy," with a flock of swallows flying over the lettering, and the mark is applied to coffee. The other, likewise a technical trade-mark, according to the description, consists merely of the phrase, "Above All Others."

An interesting feature of the commissioner's decision, when the decision of the examiner refusing to register "Every Drop Delicious" was appealed to him, is his quotation of this definition of a trade-mark from "Nims on Unfair Business Competition":

"The following may be laid down as characteristic of a technical trade-mark; first, it must point distinctively, either by its meaning or by association to the origin or ownership of the article to which it is affixed; second, it must be affixed or applied to a commercial article; third, it must be of such a nature that it can be rightfully appropriated by one person to the exclusion of all others."

As already explained, the commissioner held that the mark fails to meet the requirements of the first part of the definition. He also gave it as his opinion that the applicant cannot rightfully appropriate the words, "Every Drop Delicious," to the exclusion of all others, and for this reason said that the mark fails to meet the requirements of the third part of the definition.

This decision, regarding the application for registration under the Act of 1905, was evidently closely followed by the examiner when he refused the later application for registration under the Act of 1920. The brief, on petition of the applicant, calls attention to the inconsistency of adhering to a decision rendered under the first law as applying to an application for registration under the second, and also takes up the matter of the definition just quoted.

This brief states that the applicant presented a number of affidavits from non-interested parties stating that the trade did recognize the slogan, "Every Drop De-

licious," as originating from the Nash Coffee Company and as indicating its coffee. "These affidavits are worthy of consideration as the affiants were under oath and made the statements at the request of applicant and its attorneys to show that the slogan does mean something to the public."

Furthermore, the brief cites three cases to prove that while a mark may not be registrable under the Act of 1905, that fact in itself does not prohibit registration under the Act of 1920. The first case cited is that of the Consolidated Rendering Company, in which the applicant sought to register the slogan, "The Eggs Pay for It." On appeal it was held that this phrase is a "mere commendatory phrase" as applied to poultry feed, and registration was denied. Afterward, however, the mark was registered under the 1920 Act.

#### THE UNDERWOOD SLOGAN

In the case of the Underwood Typewriter Company, the phrase, "The Machine You Will Eventually Buy," was held descriptive of typewriters; but it was later registered under the Act of 1920. And the third citation, which refers to the case of Francis H. Leggett & Company versus Charles Gulden, relates that it was held that the word "Saladressing" should not have been registered as it was descriptive, being merely the name of the goods, notwithstanding the slight difference in the spelling of the word, and that the registration number 182437 be ordered cancelled and was cancelled. Thereafter, however, the brief also relates, Gulden applied for registration under the Act of 1920, and received a certificate of registration for "Saladressing" which is number 214056, dated June 8, 1926.

The brief further shows that since the decision on appeal was handed down, a number of registrations have been granted under the Act of 1920, including "Taste the Difference," "Delicious to the Last Drop," "Delicious," "It Takes So Little," "For Every Household

# The *Rising Tide* of Color

They're not kidding the boys quite so lustily about their gaudy-hued underwear in the locker room this year.

Last season, when a few of the more daring Brummells donned blue-tinted B.V.D.'s and green-hued nainsooks, loud and sundry comparisons were made to the red-flanneled Fire Department—and even to the Prince of Wales.

Color is king today in merchandise. Is that a warning or a prophecy? Both—if you

are a manufacturer and an advertiser.

The accepted color for fountain pens had always been black. George S. Parker made his pen an unaccepted terra-cotta red—and scored a sensational success overnight. In many a vest-pocket you can now see red pens and green pens, but how often do you see a black one?

Five years ago you could hardly buy a colored handkerchief. Try to find the pure

white ones now in a window display.

Four years ago, when automobiles ran largely to black, Willys-Overland launched a new car based upon a color. The "Red Bird" was something of an exception in 1923. Buicks were sombre-toned; so were Studebakers; so were Fords. Visit the showrooms today and note the giddy colors that the well-dressed stock car will wear!

Before the war, better than every other man wore blue serge. Three out of four now dress more colorfully.

The stock phrase of the society reporter to the effect that the banquet table was "a snowy expanse of white" must be cobbled over to accord with new offerings in table linen of peach, orchid, and Nile green.

Three years ago colored glassware was a novelty rare-

ly exhibited. Colored glassware is largely open stock in the summer of 1927.

A Broadway restaurateur reports a twenty-per-cent increase in patronage dating from the night when he substituted bright orange bulbs for white lights in his lobby.

What has become of staple merchandise? Its staid dress is rapidly being shed.

Most tooth brush handles today are white. Tomorrow a white handle may not suit the woman who selects sea-green tiles for her bath. Stockings, straw-hat bands, matches, even portable typewriters, are taking on chameleon tints. Office typewriters are still a funereal black. But a black typewriter may offend next month's sense of modern office decoration.

Color is king today. Are you using it to bring fresh interest to your line?

GEORGE BATTEN COMPANY, INC.

*Advertising*



Use," and "Insist on the Green Label." Attention is also called by the brief to the registrations of "As Good as it Looks," "Used Everywhere in Beautiful Homes," "A Little Higher in Price But—," "Best on Record," "Best of All" and "Best in the World."

The brief on appeal also presented a long list of marks which were nothing more than descriptive slogans, and which had been accepted for registration under the Act of 1920. It then asked this question:

"It would be absurd and ridiculous to say that all of the above registrations were erroneously granted by the Patent Office, and if not erroneously issued, why is appellant apparently being discriminated against?" This brief also shows that the mark in question has been used in such a way as to make it a technical trademark, and in regard to another necessary qualification had this to say:

"This mark is not descriptive of coffee; it is merely suggestive of the drink made from coffee, and that drink might be made very weak which would be delicious for some people, and made very strong and black for others, and still would be delicious, but not in the same way, so that in reality the words do not definitely describe the product, which depends upon the individual taste to be delicious."

Just what the outcome of the case will be is a matter of speculation. A prominent trade-mark attorney who had no direct interest in the case, but who was intensely interested in it as an indicator of the inconsistent rulings of the office, expressed the hope that it would be appealed to the court. Otherwise, he said, it would stand as a confusing and utterly inconsistent precedent, unless the decision were reversed by the Patent Office, which is not likely.

The case also serves to show that literally hundreds of users of slogans have taken advantage of the provision of the Act of 1920 to register their property, since **PRINTERS' INK** pointed out that descriptive phrases, when used in

a trade-mark sense, could be registered under the Act. It further indicates that, under the present procedure of the Patent Office, an attempt to register a slogan under the Act of 1905 may prohibit registration under the Act of 1920.

In other words, the applicant of the mark under discussion thought that it had a chance to secure registration under the better and stronger law of 1905, and wisely sought registration under that Act. The rest of the history of the case to date has been outlined, and it strongly indicates that the Patent Office has assumed the attitude of fixed and pre-judged opinions which it will not change regardless of precedent or evidence. Therefore, the lesson for other applicants is plain—register all descriptive or other slogans under the Act of 1920 first.

### C. C. Leininger with Harris Calorific Company

C. C. Leininger is now general sales agent for The Harris Calorific Company, Cleveland, manufacturer of gas welding and cutting equipment. He was formerly sales manager of The Mennen Company, Newark, N. J. He had also been with The Prest-O-Lite Company, Inc., New York.

### Reo Motor Shipments Show Increase

The Reo Motor Car Company, Lansing, Mich., shipped 4,479 passenger cars and trucks in June, against 3,290 in the same month last year, an increase of 36 per cent. Up to the end of June, the Reo company had shipped twice as many passenger cars as in the full year, 1926.

### Howard Rockey Joins Lord & Thomas and Logan

Howard Rockey, who recently conducted his own business at Philadelphia, has joined the staff of Lord & Thomas and Logan, New York. He was formerly with The Richard A. Foley Advertising Agency, Inc., Philadelphia.

### New Account to Harrison J. Cowan

The E. N. Products Corporation, New York, manufacturer of automotive equipment, has appointed Harrison J. Cowan, New York, advertising agency, to direct its advertising account.

# REAL INDUSTRIAL

**REQUISITION—PURCHASING DEPARTMENT**

Charge to Job D-48. Commercial

For Fixtures & Fittings  
(See attached Specifications)

Order Wire & Conduit - O&T.  
(See attached Specifications)

Price \$ \_\_\_\_\_

Turned \_\_\_\_\_

Deliver to 14th St. Project

Original Copy

Stores Direct \_\_\_\_\_

Dupl. \_\_\_\_\_

P.O. No. 6/24/27  
Date July 7.

Brown & Brown

or some equal brand

Signed by J.B.  
(To be signed by head of department)

Approved by \_\_\_\_\_  
(Purchasing Agent)

Form 1687

Why does this manufacturer  
specify brand in one case and  
"or equal" in the other?



## McGRAW-HILL

New York

Chicago

Cleveland

St. Louis

Phila

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## MARKETING PROBLEMS

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**[ No. 3** of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising. **]**

Preference or lack of preference for a branded industrial product is a matter of how Industrial Advertising has been used to build Recognition for that product and its salesmen.

The way to achieve Recognition, product by product, is clearly explained in the book, "Industrial Marketing at Work." The nearest McGraw-Hill office will deliver a copy to executives in charge of sales or advertising to industry.

LL PUBLICATIONS

t. Lou Philadelphia

San Francisco

London

**]**

# How Advertisers Rate Newspaper Merchandising Services

The Returns from a Questionnaire Sent to the Membership of the Association of National Advertisers

By Arthur H. Ogle

Secretary-Treasurer, Association of National Advertisers, Inc.

WE are fortunate in being able to get an almost 100 per cent response whenever we send a questionnaire to our members having to do with making advertising more productive. Therefore, I have back in my office many dozen questionnaires, many of them with long letters attached, giving some very thoughtful and thought-provoking comments and suggestions on the merits of the assorted stock of co-operative services you gentlemen (newspaper advertising executives) present for our consideration.

It is difficult to pull a few dominant ideas out of the mass of opinions, but there are some who are not particularly complimentary in their comments on what they describe as unimportant considerations in the selection of advertising mediums. Perhaps the most surprising tendency of these replies was the almost universal feeling that co-operation in the form of merchandising service cannot in any way take the place of co-operation in the shape of a well-edited newspaper, well made up, going to the right kind of readers on the right kind of basis. So possibly advertisers are already being educated more than we have any notion of along the lines of constructive buying, and possibly newspaper publishers, or at least those who have had a tendency to wander a considerable distance afield in what they try to sell to advertisers, can again go back to the publishing business.

But I would not have you believe that advertisers entirely discredit the many constructive things

you do to enable them to advertise more effectively in your market.

They are quite in harmony that some of your methods of co-operation are highly useful, if not indispensable. They recognize your ability to give them information about your local market which they cannot now get from any other existing source. They believe that you can be very useful to them in intelligent contacts with their trade, not necessarily to sell *their* merchandise, but to be sure the trade recognizes the value of advertising in your newspaper that you would have us believe exists. Perhaps you would be interested in hearing some of their remarks.

The first question asked for a general opinion of the value of newspaper co-operation now given. Less than 20 per cent had anything favorable to say about it. The replies ranged all the way from "excellent" and "good" to "commonplace," "unintelligent," "very little value," "seldom vital enough to be reason for selection of paper," and "largely bunk." And there were an appreciable number of important advertisers who expressed the feeling that they were paying for a service which was valuable only to new advertisers or new products, or at best to only a limited class of advertisers.

## GENERAL ANSWERS HAVE LITTLE VALUE

I was really astounded at the very high percentage of advertisers who can't see much good in it. Of course, general answers of this kind don't mean much unless they are supported by something more specific. The question was asked more or less as a feeler, and sub-

Portion of a talk delivered before the Association of Newspaper Advertising Executives at the Denver convention of the International Advertising Association.



sequent questions sought to get this specific information:

*First:* What kinds of service are used and what are not?

*Second:* What sorts of co-operation advertisers want from newspapers, and what kinds they don't want.

*Third:* Specific suggestions for making newspaper advertising more profitable to the advertiser.

Now let us look at the opinions expressed on these subjects.

*First:* What kinds of co-operation do they use, or to be more accurate, what kinds are they aware that they use?

The answers to that question aren't particularly conclusive, but they do indicate certain things that are interesting, and in many respects they bear out my own experience.

There is a considerable group of advertisers who use all they can get for nothing. That, I think, is as bad for them as it is uneconomic for you. It's unintelligent co-operation. Generally speaking, I don't think we're any more intelligent about the way in which we use the services you offer than you are in the offering of them. To be specific, among those manufacturers whose products have very general distribution, announcements to the trade of the coming campaign, whether in letters, broadsides, or special trade publications, are used and valued. Yet I find many comments that this sort of thing has run its course, that dealers pay no attention to it, and that it has very little value. Intelligent surveys of your local market seems the subject of next importance.

Solicitation of dealer tie-up copy, when and as requested by the advertiser, is highly valued by a number of those replying. Solicitation and distribution of window displays, route lists, retail lists and maps, seem to be next in order, with scattered mention of nearly every kind of co-operation that has ever been offered.

Now what is not used?

It is difficult to be definite here—the answers come mostly by elimination, but there are some specific statements that warrant careful consideration. Here is a very big newspaper advertiser who

says he has discontinued using all merchandising service because its application is fraught with so much bungling that he can't take a chance on losing his dealers' good-will. Another speaks more than feelingly on the subject of improper solicitation of dealer tie-up advertising—there is more than one reference to indiscretions which have caused much loss of good-will, and one member calls the entire proposition a menace.

Now we want to be constructive, or as constructive as we can, and I know you are all interested in hearing some of the suggestions given as to the best way in which newspapers could co-operate with advertisers. Perhaps you will guess what the first one is—perhaps it will be a distinct shock to some of you. "Cut out all co-operation and give us a lower rate" is a summary of the statement made more often in this questionnaire than any other suggestion.

Perhaps they don't mean just that, but I do think they mean it absolutely so far as the superficial type of co-operation to which they have become accustomed is concerned. It starts as a negative sort of suggestion, but it is very positive in its conclusion. I sense in it a sort of summary of the many complaints running throughout the replies that much of the co-operative work now generally offered is unintelligently carried out, ineffective, too costly to be justified, and largely a smoke screen to get business for a publication which is not entitled to it purely on the merits of its circulation and reader interest.

Furthermore, I sense in it a question which I have heard many times: "How do you fix your rates?" Do you know how you fix your rates? Are they scientifically worked out, or are they, as one publisher said to me, based largely on what the traffic will bear? These are questions which you will have to find the answer to if you are going to co-operate fully in this job of reducing distribution cost.

The next suggestion is a negative one, too, and from my own

## T FACTS!

THE Cleveland Trading Territory agreed upon by all Cleveland newspapers, and therefore shown in paragraph 10 of any of these publishers' statements to the Audit Bureau of Circulations is 35 miles in radius.

\* \* \*

"A Merchandising Atlas of the United States" issued by Cosmopolitan Magazine gives the Cleveland trading territory an even smaller area.

\* \* \*

"Population and Its Distribution," a comprehensive survey of American markets made by the J. Walter Thompson Co., agrees in principle.

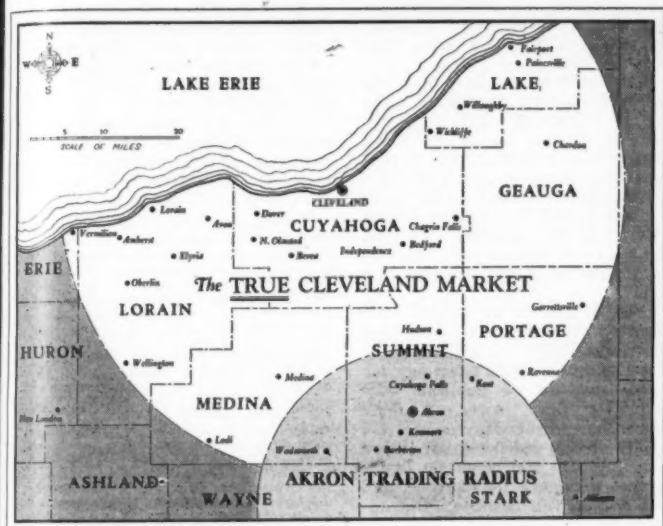
# The Cleveland

Detroit Cleveland  
San Francisco

L A R G E S T

NATIONAL REPRESENTATIVE  
250 Park Avenue, New York

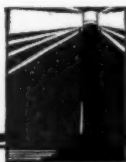
D A I L Y C I



\* \* \*

So does Editor and Publisher's "Space Buyers Guide," Standard Rate and Data Service, and everyone else who has made an intelligent, unbiased survey of Cleveland marketing conditions.

# Press



SCRIPPS-HOWARD

*First in  
Cleveland*

ALLIED NEWSPAPERS, INC.  
10 N. Michigan Blvd., Chicago

Seattle Portland  
Los Angeles

C I C U L A T I O N I N O H I O

experience I can say "amen" to it. A brief summary is about this: "Quit trying to force our hands in the selection of newspapers by soliciting us through our dealers." I guess you all know what they mean by that.

I remember one busy morning when I received four long night letters requesting that we place our advertising in a particular paper in a certain Southern city, and they corresponded with each other word for word. They came from four different dealers in that city, and the business we got from two of them wasn't sufficient to justify us in the expense of a reply.

Yes, of course, we replied. We used a form letter, too, because we knew the dealer wasn't interested anyway, but we didn't feel any too cordial toward the publisher who paid for those wires. I don't know how many of you are still guilty of that old trick, but if you are, forget it and come out in the open. It doesn't fool anyone, and it's costing you business. But advertisers *do* want you to be sure their dealers are educated to the value of newspaper advertising by the manufacturer, and to its proper use as a means of producing business for them. Sell an idea primarily, and let the advertiser sell his merchandise.

To proceed with the suggestions; here they are, about in the order in which they are mentioned:

"Good position is the best sort of co-operation." To amplify this, a tire manufacturer objects to having his copy on the woman's page; a food products manufacturer doesn't want to be in the financial section, and so on.

Intelligent surveys of local market conditions.

Teach dealers sound merchandising methods.

Keep route lists up to date.

To tell you the truth, I had an idea that advertisers weren't doing a whole lot of definite thinking on this subject of so-called merchandising service, and that when they thought of co-operation, they thought of a lot of things of far broader application than merely

the so-called merchandising work you are doing.

Which brings us to the last question asked, in which we gave them a chance to go the limit. The question simply was: "Any other suggestions for making newspaper advertising more profitable to the advertiser?"

As you may judge, there were plenty of replies. Perhaps the best summary of the situation is contained in this extract from one of the replies:

No newspaper should offer a merchandising service which is not an honest service. Such service should be offered only on products or merchandise which are known to be right. Merely sending out a crew of youngsters who know far less about advertising, merchandising, and selling than the retailer himself, hurts instead of helps both newspaper and advertiser.

To my mind the first job of the newspaper is to produce a paper which merits the respect and confidence of the largest possible percentage of its readers. This can only be done by the right kind of editorial policy, by clean news columns, by good layout and typography (eliminating cheap illustrations, intensive black heads, and poorly displayed merchandise). If the product or merchandise is right, if the market is right, and the medium is right, the matter of merchandising can well be left to the advertiser and little if any co-operation along this line is necessary from the newspaper except where a thorough-going and well-established merchandising organization has been built up to a point where it commands the confidence of the retailer.

This seems almost like a summary of the many replies received, nearly all of which bear on the suggestions of this gentleman. Here are some of the others:

Better editorial and advertising make-up (I have already mentioned that).

Cut out enforced combinations.

Clean up circulation methods and quit going after big circulations.

Reinstate cash discount.

Equalize local and national rates on a fair basis.

Publish a paper which will insure reader interest and merit acceptance by both the trade and the public.

More good reading matter near advertising.

Classify lineage according to a uniform set of standards.

Stop supplying misleading figures, particularly regarding classification of lineage.

Improve the quality, not the quantity, of circulation.

Give the advertiser an even break, and let him do the rest.

What do advertisers want that

you can give them to your profit as well as ours? If I analyze these answers correctly, they want first of all a good newspaper. They want sound circulation, soundly built. They want it in the trading area where it belongs. They want it priced on the same intelligent basis of cost and profit as their merchandise. They want good readers, who really read the paper because they are interested in it. They want clean make-up and typography that will give their advertising a chance for attention.

They want the option of choosing their own mediums, without forced combinations and without inspired solicitations from dealers. They want to know about your local market, of course, and they want such merchandising co-operation as can be intelligently offered to all advertisers, and sincerely carried out, but not the prevalent kind that is so often used as a smoke screen for unprofitable circulation, bad make-up, and worse news. In short, they want an advertising medium which is a profitable link between the factory and the local market, and they want such real help in making their advertising pay as you can profitably give them at no greater cost than they can obtain it otherwise.

Are these wants unreasonable? Don't we actually want less than some of you are now giving us? Isn't it co-operative effort when we tell you how to stop wasting your money and ours?

### R. S. Wilson Advanced by Goodyear Rubber Company

R. S. Wilson, manager of the Western division, has been made advertising manager of the Goodyear Tire & Rubber Company, Akron, Ohio. He succeeds L. L. King who has resigned. A. C. Partridge of the sales manager's staff, becomes manager of the Western division.

### "The Bookman" Appoints H. T. Hatcher and Ethel Kelley

Harry T. Hatcher, formerly with the New York Post, has been appointed business manager of *The Bookman*, New York. Ethel Kelley has been appointed advertising manager. She was formerly with the New York Times.

### Form Federated Business Publications

The Federated Business Publications, Inc., has been organized by Edward Lyman Bill, Inc., New York publishers. The new company has acquired the following periodicals: *Music Trade Review*, *Talking Machine World*, *Carpet & Rug News* and *Tires*. Additional publications will be purchased later on. There will be no change in the management of these business papers, the control of which will remain with the Edward Lyman Bill organization.

Raymond Bill is president of Federated business papers; J. B. Spillane and Randolph Brown are vice-presidents, and Edward Lyman Bill secretary-treasurer.

### E. D. Voorhis Joins Irving-Pitt Manufacturing Company

E. D. Voorhis, formerly vice-president and director of sales of the Gold Bond Saving Stamp Company, Dallas, Tex., has been appointed sales manager of the Irving-Pitt Manufacturing Company, Kansas City, Mo., I-P loose leaf systems. He was, at one time, general sales manager of the H. D. Lee Mercantile Company, Kansas City.

### Now Robinson, Lightfoot & Company

The name of William R. Robinson & Company, Inc., New York advertising agency, has been changed to Robinson, Lightfoot & Company, Inc. William R. Robinson remains as active president and Warren R. Lightfoot as vice-president. William A. Charters is general manager.

### Remington Typewriter Company Advances Sales Director

James T. Thornton, director of sales of the Remington Typewriter Company, New York, has been elected a director of that company. Harold D. Bentley and George A. Wilson have also been elected directors.

### T. E. Richards to Form Own Sales Company

Thomas E. Richards, assistant sales manager and export sales manager of the John M. Hart Company, Chicago, has resigned. He is planning to form his own sales company at New York.

### Crex Carpet Company Appoints F. W. Leitz

Frank W. Leitz has been appointed sales manager of the Crex Carpet Company, New York. He formerly represented Congoleum-Nairn, Inc., Philadelphia, in the Middle West.

## Rotogravure Advertisers in The Des Moines Sunday Register

First Six Months of 1927

### *Automobiles*

Hudson-Essex  
Lincoln

### *Auto Accessories*

Airstop Mfg. Co.

### *Gas, Oils, Greases*

Standard Oil Co.  
Manhattan Oil Co.

### *Beverages*

Canada Dry Gingerale  
"Hires"

### *Building Material*

Cook Paint & Varnish  
Green Furnace  
Murphy Varnish  
Williams Oil-O-Matic

### *Financial and Insurance*

Prudential Ins. Co.  
A. G. Becker & Co.  
Geo. M. Foreman & Co.  
State Bank of Chicago  
Halsey-Stuart Co.  
C. H. Rollins & Sons  
A. C. Allyn & Co.  
Geo. M. Bechtel & Co.

### *Food and Grocery Products*

California Prunes  
Everybody's Bread  
Northland Dairy  
Fleischmann Yeast  
Tone Brothers Coffee  
Van Camp's Bean Hole Beans

### *Household Articles*

Bissell Carpet Sweeper  
Hamilton Beach Mfg. Co.  
Quaker Lace  
Scranton Lace  
Simmons Beds

### *Men's Clothing*

Roto Caps  
Hickok Belts  
Knit-tex Clothing

### *Railroads and Travel*

Chicago Great Western  
Rock Island  
Santa Fe  
All Year Club of So. Calif.

### *Tobacco*

Camel Cigarettes  
Fatima Cigarettes

### *Toilet Articles*

Armand  
Coty  
Mary T. Goldman Co.  
Hinds Honey & Almond Cream  
Kolor-Bak  
Kotex  
Listerine Tooth Paste  
Maybelline  
Parfumerie Melba  
Parkers Hair Balsam  
Pepsodent  
Scholl Mfg. Co.  
Spiro Powder

### *Women's Clothing*

Warner Brothers Corsets  
Lederer & Straus Hats

### *Miscellaneous*

Brunswick-Balke-Collender  
Billiard Tables  
Eclipse Machine Co.  
Elwood Lawn Mower  
Kohler Mfg. Co.  
Ovaltine  
Rem.  
Remington Arms Co.  
Tyroler Mfg. Co.  
Toridaire Mfg. Co.  
Stuarts Dyspepsia Tablets  
Wood Bros.

One of the  
three or four  
best edited and  
printed rotogravure  
sections in  
the middle west  
and the only  
one in Iowa

## DES MOINES SUNDAY REGISTER

Over 160,000 Circulation  
99% in Iowa

ROTO LINEAGE FIRST SIX MONTHS			
1927	-	-	181,884 Lines
1926	-	-	145,222 "
		Increase	36,662 "

## Man Talk

Most of the writers for the **ALL-FICTION FIELD** are men who tell their stories in straight *man-talk*.

When you tell your advertising story in the magazines that make up this effective group, you can use straight from the shoulder *man-talk*—the most direct and productive form of advertising yet devised. And you will be talking to a nation-wide and responsive male audience that finds in fiction a robust release from a world of prissy periodicals.

*\$3,100 a page*

## All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK CHICAGO BOSTON SAN FRANCISCO



# A Public Utility Captures "Public Confidence"

By Advertising Consistently in Newspapers This Montreal Company Is Winning the Good-Will of Its Public

**P**UBLIC utilities have many problems to solve which are peculiar unto themselves. Probably their greatest problem is that of capturing that elusive thing, "public confidence."

In serving the great urban and suburban population in and around Montreal, the Montreal Tramways Company is every day solving problems that are unknown to most cities on this continent. Not only is the configuration of the city itself perplexing, but questions affecting the temperaments and characteristics of people springing originally from two different national roots have to be sympathetically considered and solved.

This makes it doubly hard for the company to catch "public confidence." However, advertising is solving this problem quite successfully. But the company is taking no chances on letting this confidence slip away by a lull in the advertising, so it is keeping up its newspaper insertions—regularly and consistently.

Some two and a half years ago, the Tramways Company inaugurated an advertising campaign for the purpose of taking the public into its confidence, and explaining some of the difficulties and the plans to overcome them which were being daily considered by the company.

For instance, it mentioned the fact that the extremely low accident rate is in great part due to the efficiency of its motormen. In as much as a part of the motormen are of French descent and the

other part English descent, this was construed as a friendly gesture by the readers of both the French and English papers.

The pay-as-you-enter system had invited criticism and in addition, not infrequently, letters were received stating it had been neces-



THE above scene portrays a frequent occurrence half-way up Beaver Hall Hill. This cartoon may seem to the reader as though the matter were treated as a joke. On the contrary, it is very serious for the thousands

of tramway riders to be held up so frequently, and for those who are waiting along the line for the car to come.

The Tramways Company is doing everything possible to alleviate the situation.

## TRAMWAYS

ONE OF THE MONTREAL TRAMWAYS ADVERTISEMENTS WHICH TELLS ITS SERIOUS STORY HUMOROUSLY

sary to wait several more minutes than was comfortable for a certain tramcar in some outlying section of the city.

To meet these criticisms, the Tramways Company, having run a series of businesslike and dignified advertisements for something like a year and a half, decided to use cartoons with more or less humorous touches that would deal with some of these foibles of human nature, and point them out in the spirit of good nature rather than of criticism.

One showed a stout woman going through the motions of getting out her change while eager

passengers blocked the street in an endeavor to get on the car. Another showed two women surrounded by bulky packages and occupying the space that four or five people could occupy, while humorous conversations were carried on by men swinging on straps in the background. A picture of an overloaded sleigh stuck in the middle of the car tracks, with a crowd of policemen, motormen, conductors, etc., trying to push and pull it off, was shown with the exaggeration of the cartoon, and the caption, "Three blocks away people don't know what has happened, and wonder why the street car is delayed."

The whole town began reading and enjoying these cartoons; many letters were received by the company dealing with the subjects discussed, and, built on the foundation of the previous dignified, straightforward advertising, the series went far toward establishing the fact that the company was human after all. Not one of these cartoons was vulgar, but they all depicted humorously the eccentricities which might be understood by all the readers of French and English papers. The translation of the English slang phrases into French made an amusing task.

#### A NEW SET

When this form of advertising neared its apex of usefulness, the Tramways Company began to prepare a dignified and beautiful set of advertisements dealing with historical and interesting places in and about the city.

The Island of Montreal was owned by a French company in the seventeenth century, and, owing to the assaults of the Indians, the inaccessibility of the island, and for various other reasons, the owners became discouraged, and deeded the island to the Sulpician Fathers, who sent out their missionaries, and assumed civil as well as religious control of their property. The historic places of interest, therefore, have to do, in many cases, with the development of the religious, as well as civil life in Montreal and with the struggle of these early

men against Indians and the elements.

The Montreal Tramways have enlisted the aid of a notable historian, and have prepared scholarly as well as interesting treatises on the various subjects. This is done with the purpose of interesting the thousands of visitors from other countries who flock to Montreal every summer, as well as to excite the interest and patriotism of Montreal's own citizens in this historic city.

The whole progress of these campaigns has been marked by a desire to do a good service to the public, as well as to the company.

It not infrequently has advertised for criticisms and suggestions, which have brought many responses, in some cases embodying congratulations as well as hints of needed improvements, which the company has been quick to acknowledge, and when feasible, to adopt. It thus has built for itself an extraordinarily sympathetic clientele among both French and English-speaking Canadians, which certainly will repay it as time goes on.

The whole conception and execution of these campaigns are notable examples of what can be done by a public utility that is rightfully using the newspapers in its own interest, and in that of the public at large.

#### "Judge" to Operate Own Advertising Department

The Judge Publishing Company, New York, publisher of *Judge*, has purchased from E. R. Crowe & Company, Inc., the right to operate the advertising department of that magazine. The organization developed by the Crowe company has been taken over and will continue to represent *Judge*.

C. Stuart Heminway becomes advertising manager, with Charles Lawrence Sheldon, John S. Davidson, Jr., and Roger E. Vernon as members of the advertising staff. Reginald L. Cary is Western manager, with offices in Chicago.

#### C. R. DeBevoise Joins Paul Cornell Agency

C. R. DeBevoise, formerly sales manager of The Chas. R. DeBevoise Company, Newark, N. J., has joined the staff of The Paul Cornell Company, Inc., New York advertising agency.

No use trying to hide our  
light beneath a bushel.

We will undertake to  
set advertisements for  
anybody, anywhere, and  
keep everybody happy.



**J. M. BUNDSCHO, INC.**  
**Advertising Typographers**

58 E. WASHINGTON 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU



## The Index of Farm Profits

Average value of farm buildings owned by Successful Farming subscribers . . . . . \$5,168.00

Average value of all farm buildings as shown by United States Department of Agriculture . . . \$1,844.00

# SUCCESSFUL

"The Backbone of Most Successful Farming"

E. T. Meredith, Publisher

Advertising Offices: DES MOINES NEW YORK CHICAGO LOUIS

# Good Farm Buildings Follow Continued Farm Prosperity

The value of a farmer's buildings can be accepted as a fair measure of his buying power.

The farm must pay a profit year after year before thousands of dollars can be put into good farm buildings.

The average value of farm buildings owned by Successful Farming subscribers is 2.8 times as great as the national average farm building valuation.

That is the index of the market to which you can sell through the advertising columns of Successful Farming.\*

\*—Successful Farming is eagerly read, every month, by more than one million farm families.

# EL FARMING

essf...ising Campaigns in the Farm Field"

Des Moines, Iowa

Rich, Pa

CHICAGO LOUIS

KANSAS CITY

MINNEAPOLIS

SAN FRANCISCO

# The verdict of Portland's largest space buyers!

Lipman, Wolfe  
Store, Portland



For six  
consecutive  
years....

the JOURNAL has led all Portland  
newspapers in Department Store  
linage! The figures below show the  
verdict of one of Portland's largest  
buyers of advertising space.

⌘ Lipman, Wolfe & Co. ⌘

Linage Figures from  
Jan. 1, 1927 to June 24, 1927, inclusive

JOURNAL . 390,474 lines  
Second paper . 182,980 lines

## The JOURNAL

Portland-Oregon

Benjamin & Kentnor Company, Special Representatives

Chicago—Lake State Bank Bldg.

Los Angeles—401 Van Nuys Bldg.

New York—2 West 45th St.

San Francisco—58 Sutter St.

Philadelphia—1524 Chestnut St.

## Southern Newspaper Publishers Hold Silver Jubilee Meeting

Over 200 Members in Attendance at Convention Which Was Addressed by Josephus Daniels and Presided Over by President John A. Park—Many Entertainment Features on Program

ATLANTA, Ga., July 4, 1927.  
(Special by Wire)

THE twenty-fifth anniversary meeting of the Southern Newspaper Publishers Association convened here today at the Atlanta Biltmore Hotel with over 200 members in attendance. The meeting was presided over by John A. Park, of the Raleigh, N. C., *Times*, president of the association.

This being the silver jubilee meeting, the three Atlanta newspapers, represented by Clark Howell, of the *Constitution*; John S. Cohen, of the *Journal*, and F. A. Wilson-Lawrenson, of the *Georgian*, are outdoing themselves with luncheons, dinners, dances, barbecues and golf tournaments. The convention entertainment is in charge of John Brice, of the *Journal*.

When the convention was called to order at 9.30 this morning, the largest attendance ever on record was seated ready for business. The reports of the officers, which took up most of the morning, showed the association in splendid condition. Many really constructive works were the result of the labors of the several committees in charge of the past year's program.

The outstanding event of the day was the big Georgia Barbecue at the foot of Stone Mountain, where the magnificent Confederate Monument is being carved. The speaker of the day was Josephus Daniels, former Secretary of the Navy and publisher of the Raleigh, N. C., *News & Observer*. Mr. Daniels gave the memorial address in honor of the departed members of the past year. He spoke eloquently of his late friends and gave some sound facts regarding newspaper men and their loyalty to their profession. He said:

"These names, not born to die, shine in our firmament: Frank G. Bell, publisher of the Savannah, Ga., *News*; Donald Gillis, editor of the Asheville, N. C., *Citizen*; James H. Moore, editor of the Knoxville, Tenn., *Sentinel*; Charles P. J. Mooney, editor of the Memphis, Tenn., *Commercial-Appeal*; William E. Gonzales, publisher of the Columbia, S. C., *State*; Lewis C. Humphrey, associate editor of the Louisville, Ky., *Herald-Post*; Garrard Harris, associate editor of the Birmingham, Ala., *News*; C. M. Willoughby, managing editor of the Hattiesburg, Miss., *American*; and Walter N. Hurt, telegraph editor of the Hattiesburg *American*."

Mr. Park recommended that the members of the association help and encourage schools of journalism. He also urged that all space grafters be stepped on, thus saving "the waste of postage, paper and time of editors in discarding the immense volume of material offered for free publication by propagandists who would spend advertising money if they could not secure free space from easy-mark publishers."

The Southern Newspaper Publishers Association has grown wonderfully in the twenty-five years of its existence. With over 200 members in the fifteen Southern States, it represents a combined newspaper circulation of 3,487,732.

Colonel H. H. Cabaness, formerly business manager of the *Atlanta Journal*, the first president of the association in 1903, was in attendance at today's meeting. Several other first-meeting members were here, including Major J. C. Hemphill, former editor of the Charleston, S. C., *News & Courier*; Colonel Robert Ewing, publisher of the New Orleans, La., *States*, and others.

Tuesday will be a busy day. The advertising committee, with Arthur G. Newmyer, of the New Orleans *Item*, as chairman, has recommended a program with an expenditure of \$50,000. In the afternoon, Colonel Walter Savory, of the Mergenthaler Linotype Company, will, as chairman, conduct the annual golf tournament. About fifty prizes are up for award.

The speaker of the day will be William M. Armistead, partner of N. W. Ayer & Son. Extracts from Mr. Armistead's talk appear elsewhere in this issue.

A jubilee banquet will be held Tuesday night and a full business program all day Wednesday.

ATLANTA, GA., July 5, 1927.  
(Special by Wire)

The following officers were elected by the Southern Newspaper Publishers Association today: President, Robert Ewing, New Orleans *States*; chairman of the board, John A. Park, Raleigh, N. C., *Times*; treasurer, Walter C. Johnson, Chattanooga, Tenn., *News*; secretary-manager, to be elected by the board.

Directors were elected as follows: Alabama, Victor H. Hanson, Birmingham *News*; Arkansas, J. S. Parks, Ft. Smith *Times-Record*; Florida, Herbert Felkel, St. Augustine *Record*; Georgia, John A. Brice, Atlanta *Journal*; Kentucky, Harry Giovannoli, Lexington *Leader*; Louisiana, L. K. Nicholson, New Orleans *Times-Picayune*; Mississippi, J. H. Skewes, Meridian *Star*; North Carolina, J. B. Sherrill, Concord *Tribune*; Oklahoma, E. K. Gaylord, Oklahoma City *Oklahoman*; South Carolina, B. H. Peace, Greenville *News*; Tennessee, J. G. Stahlman, Nashville *Banner*; Texas, M. E. Foster, Houston *Press*; Virginia, J. P. Fishburn, Roanoke *Times and World News*; West Virginia, Hugh I. Shott, Bluefield *Telegraph*.

### Elected by Anderson-Prichard Oil Corporation

C. L. Mayhall has been elected a director of the Anderson-Prichard Oil Corporation, Oklahoma City, Okla., in charge of refined oil sales. He was formerly vice-president and general manager of the Imperial Refining Company, Tulsa, Okla.

C. H. Dresser also has been elected a director of the Anderson-Prichard Company, in charge of industrial naphtha sales.

### Frank Koch Leaves New York University

Frank Koch, assistant director of the bureau of business research, New York University, New York, has resigned. He has been in charge of marketing research.

## Utilizing Waste Farm Products

BASHAW-AREY CO.  
SAN FRANCISCO, CALIF.

Editor of PRINTERS' INK:

In your weekly issue of May 19 we notice an article entitled "Increasing the Farmers' Income by Utilizing Waste Products." This article emanated from your Washington Bureau.

We are interested in ascertaining what has been done toward making almond hulls and almond shells something besides a dead loss. Would it be possible for you to let us know what department in Washington we could write to regarding these items?

BASHAW-AREY CO.,  
P. AREY.

THE article referred to by Mr. Arey told of the efforts and future plans of the United States Department of Commerce, the Bureau of Standards and the Bureau of Chemistry in finding profitable uses for waste farm products.

Corn-stalks, flax seed straw, corn-cobs and other agricultural by-products that were formerly dumped on the waste heap are now being profitably utilized. The products that are now being manufactured from this waste material, in many instances, were discovered by experimentation in Government laboratories.

Our Washington Bureau informs us that neither the Bureau of Chemistry nor the Bureau of Plant Industry have done experimental work in the utilization of almond hulls and shells. We learn, however, that walnut shells are being used to supply the charcoal for certain kinds of chicken feed, and that pecan shells have been used, to a limited extent, as a source for tannic acid. The latter process has not been developed to a state where it is considered commercially profitable.

The work of the Government experimentation laboratories has brought about many profitable industries. It is not only likely, but probable, that some time in the future almond hulls and shells will take their place with other former waste products that are now playing an important industrial role.—  
[Ed. PRINTERS' INK.]



"America First!"

"Character!"

"Enterprise!"

"Quality!"

"Accuracy!"

These "*make*"  
newspapers!

In Washington, D. C.,

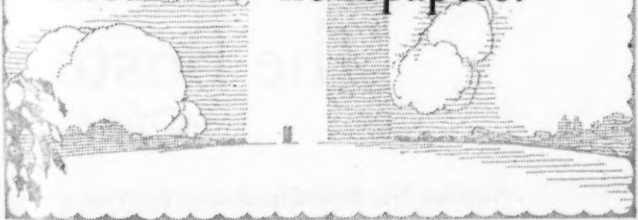
The Times, evening,

The Herald, morning,

circulate (combined)

114,373 (A. B. C.) daily.

These *are* newspapers!

An illustration of the Washington Monument, a tall, slender obelisk, standing prominently in the center. The monument is rendered with fine vertical lines, giving it a textured appearance. At its base, there are some smaller, less distinct structures. The background features stylized, fluffy clouds on either side of the monument. The entire scene is enclosed within a decorative, scalloped border.

# TIGHTEN YOUR GRIP on the Boston Market...

**SUCCESSFUL SELLING** in New England depends chiefly upon the degree of concentration in the Boston Key Market. But first you must define that key market.

If your New England sales volume is not showing a normal growth—if competition is beginning to cut into the records of previous years—look at these startling facts.

In the area around Boston—12 miles out from City Hall—the Boston department stores make 74 per cent of all their package deliveries. And the Clearing House Parcel Delivery, employed by all stores, confines *all its deliveries* to this area. Here is a clearly defined market!

In this 12-mile area live 1,567,000 people having a per capita wealth of \$2000, the greatest concentration of people in New England. Here also is the greatest concentration of grocery stores, hardware stores, drug stores, dry goods stores, furniture stores, auto dealers and garages.

This is the real Boston market,

concentrated within 12 miles of City Hall. Here is where you should exert the greatest pressure in sales and advertising.

## *The Globe concentrates in this Area*

**NOW** let us see how the Globe covers this Key Market. In this 12-mile area the Globe has the largest Sunday circulation of any Boston newspaper. And here its daily circulation exceeds that of Sunday. Uniform seven-day concentration!

Boston's department stores recognize the Globe's dominating position in this market. The Sunday Globe carries as much department store advertising as the other three Boston Sunday newspapers combined. And in the daily Globe the department stores use more space than in any other daily paper.

What are the reasons for this Globe leadership? First—the Globe's complete market coverage. Second—the Globe appeals to *all classes* of Boston people.

# The Boston

## *The Globe*

Audited Net Paid Circulation for Year ending



**Out of Boston's total trading territory  
this 12-mile area contains:**

74% of all department store  
package deliveries  
61% of all grocery stores  
60% of all hardware stores  
57% of all drug stores

57% of all dry goods stores  
55% of all furniture stores  
46% of all auto dealers and  
garages

Its readers represent a complete cross-section of the population, without regard to race, creed, or political affiliation.

The Globe appeals strongly to men because it is free from bias or favoritism in general news, editorials or sports. And its Household Department makes the Globe the daily counsellor and guide of New England women.

To put your advertising message

before the people who make up Boston's Key Market you must use the Globe first.



Our booklet, "The Individual Home—the best market for any advertiser"—will give you a new viewpoint on the Boston Market. Write for it on your business letterhead.

**Globe**  
sells *Boston*

March 31, 1926—Daily 278,988 . . . Sunday 325,324

**Lindbergh would never have won Paris if he had shut off his motor two-thirds of the way across.**

*Neither can any advertiser hope to win Indianapolis if his advertising reaches only two-thirds of the Indianapolis market.*

By Post Office count Indianapolis has 121,945 homes in the city circulation area. The best that any one paper can give toward city coverage—an evening paper with 85,522—is only two-thirds. Full coverage requires not only a second paper, but another paper in the same field at the same time to keep duplication to a minimum. THE INDIANAPOLIS TIMES city circulation, A. B. C. March 31, 1927, is 47,685—the other necessary third. It was the last third that spelled victory for Lindbergh, and it's the last third that spells profit for you in the Indianapolis market.

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## Indianapolis Is a Two-Paper Market

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*For a strong third as a try-out campaign—or  
for the necessary one-third for complete  
coverage, use*



**The Indianapolis Times**  
*A Scripps—Howard Newspaper*

# The Wholesaler Is Our Best Friend

Eight Policies Which Have Won for Us the Active Co-operation of Wholesale Grocers

By a Sales Executive

THE wholesaler is our best friend. We discovered this after an intensive study of our sales reports for 1925, which was inspired by the numerous articles appearing in **PRINTERS' INK** the last few years regarding the relation of the manufacturer to the wholesale grocer. Perhaps our analysis and our ideas of co-operating with the wholesale grocer may prove valuable to other manufacturers.

For obvious reasons, we cannot give the name of our company or our product, but as our business is generally classed under the soap line I can say that we sell our goods with the help of the wholesale grocer. And we are going to continue doing so if he will permit us. With all this talk going on in the effort to find some way to build a closer relationship between the manufacturers and wholesale grocers and real first-class co-operation between the two, it is best to stop and think if there has been any such co-operation in the past. Our own sales figures prove that there has, contrary to the arguments put up by many manufacturers.

It may be true that the wholesale grocer has ceased to be of the same value to manufacturers that he was in former years. It may be true that our goods are put into the class which comes under the heading of "an easy seller" which jobbers' salesmen use to a large extent as a leader, but the plans we have followed to get jobber co-operation can be used by any company.

For the year 1925, the wholesale grocer purchased 80 per cent of the entire output of our factory and chain stores 20 per cent. Our own salesmen, and we have fifty men on the road calling on retailers all the time, sold only 15 per cent of the goods the wholesalers had purchased from us—

leaving the jobber 65 per cent to sell through his own efforts.

You ask me who has been our friend? Are not those figures convincing proof?

Where the wholesaler sells and why is another story. He sells our product where our own men do and in myriad and countless places which our men never know or hear about. And not only because of consumer demand either. He creates this business by selling outlying merchants on the idea that he is pushing a "good seller." He knows this to be true because the goods are selling in other territories and he instructs the merchant how to merchandise them. This co-operation is unasked for and, we will agree, it is sometimes unconscious on the part of the jobber's salesmen, but it is there nevertheless. How did this relation come about?

It didn't come from giving any one jobber exclusive sale. It didn't come from favoring one jobber over another. It came from working with all of them in a fair and square manner and from advertising, which makes that real figure in all sales—consumer demand.

We don't look for, nor do we expect, any special help from jobbers, but we give them all we can. They help us all they possibly can in return. They are in the business to make money just as we are.

## NO UNUSUAL REQUESTS ARE MADE

We ask nothing unusual of them. Supposing we ask to be allowed to have our man address their salesmen at a weekly conference. Never yet has any jobber refused this privilege. If they tell us the conference is to be held Saturday morning and that our man can talk for five or ten minutes, he is Johnny-on-the-spot and takes up no more time

than that allotted him. We wouldn't think of asking the jobber to call his men together when the occasion suited us. We don't expect him to spend his money or his time to better our sales.

Generally, at such a conference there is one user or more of our products. Our own man is quick to sense the liveliest-looking one of the lot and requests him to tell his fellow workers what he thinks of our products. These fellows are always ready and willing to do so. That talk always accomplishes more than anything our man could say—it brings the story closer home to the men in conference. Our man closes the discussion with a short speech on quality, quantity and price. Then we give them trial packages.

Some manufacturers feel that a jobbing house is made up of buyers instead of sales managers and that the jobber's salesman is always expecting his buyers to get a better price from the manufacturers than an opposition house can get, so he, in turn, can give a better discount to his trade. There isn't "any such animal," in our company. We have one price to all. We have one discount for local shipments, another a little better for solid-car or pool-car purposes and no one can buy at a better price. That which is true of our company is true of many manufacturers in staple lines which sell to wholesale grocers. We know that the wholesalers respect a one-price-to-all proposition.

They respect our stand on credit as well. We have no extra dating on cars and we have an ironclad rule that if there remains an unpaid account on the books we will not ship the jobber another bill of goods until the check for the outstanding account is in the mails. We have won more jobber friends by this definite stand than we will ever know.

Toward the end of 1925, a jobber wrote in asking for a full-car quota. This was nothing novel for he always purchased in cars but the unusual part of it was that he requested a thirty-day dating in order to save the addi-

tional 2 per cent cash discount. He explained that his own brand of canned goods was not selling the way he had expected it to sell and he was short of money. This request was turned down for it was against our policy. We explained that our commodity sold the year around, he knew our ruling, also that we would much rather send him a local shipment to tide him over. He agreed with us and congratulated us upon the stand we took.

Only the other day, another letter came in from a jobber to whom we refused to sell because of an overdue account. In part he said: "You are taking a firm stand and we congratulate you upon it. Conditions are bad in our territory but we will hold to the staple articles and pay our bills promptly because it is from them that we get our bread and butter." So again we proved to ourselves that a firm stand on credits makes us more friends than the loose handling of credits.

#### HOW SPECIALTY MEN WORK

Our specialty men work by themselves selling the goods through all jobbers. They tell a merchant about our advertising plans. They sell him on the idea of window trims and counter displays to link up with the newspaper advertising. Not only do they sell him actual goods in our line for the jobbers, but they also try to help him sell odds and ends that he cannot sell himself or cannot take the time to sell. Our men are instructed to call on these retailers remembering that they are in business to sell merchandise and that they should leave some real merchandising ideas with the merchant when they leave his store. The fact that our men do not work with jobber salesmen creates confidence in our house. Every jobber knows he will get his share of the business because we let the orders fall where they may.

Another method we follow to cement the relationship further is to imprint the jobber's name and his endorsement of our goods on our circulars. Never yet has a



THE fact that advertising agencies are directing larger appropriations of more of their clients to Country Newspapers is testimony of their judgment in selecting the most logical medium for what has become a most profitable market for many aggressive national advertisers.

6,800 selected Country  
Newspapers are repre-  
sented by

**AMERICAN PRESS ASSOCIATION**

225 West 39th Street, New York City

122 So. Michigan Avenue  
CHICAGO

2111 Woodward Avenue  
DETROIT

wholesale grocer refused to send out these circulars with his monthly statements to retailers. If we overlook some jobber he will ask for such a service. Jobbers will do this for any manufacturer who asks them.

The wholesaler will always allow us to supply his salesmen with samples of our products for their own personal use at home. The jobbers will either give us a list of their salesmen with their home addresses or they will distribute these samples among the men personally.

The jobber seldom asks for an exclusive distribution. When he does, we tell him he doesn't sell all the merchants in all his territory any more than we can expect to sell all the goods of our nature in any given territory. He sees our point and endeavors to make all he can on our product just as he does on any other he takes on.

Another definite way to get a jobber's co-operation which we use is to have a definite stand on drop shipments. A drop shipment consists of a bill of goods sent direct to a merchant by a manufacturer, the goods generally being billed to a wholesaler. Drop shipments generally result in much grief for all concerned but we have used the following plan successfully.

We will not make a drop shipment of our goods to any town for a jobber where we already have a jobber carrying our full line. Suppose a merchant in Kalamazoo wants a bill of goods through a Detroit house. He may buy wherever he desires and the jobber may sell wherever he desires but we will not pay the freight on a bill of goods into Kalamazoo after we have already paid the freight once to a jobber in that town.

The wholesale grocers at first could hardly believe we had such a ruling but now all of them comment on our stand for they know that we will back them to the limit in their own town and their own territory. We will not infringe on their territory by helping a jobber in some other

place to send goods in there.

There is another definite plan we follow to get jobbers' co-operation. We do a great amount of direct-mail work for them. Never yet has a jobber refused us a *bona fide* list of his best customers. We send circulars to the grocers and samples of our goods and tell them that samples and circulars are sent with the compliments of his jobber, and we name that house. Even in new territory where jobbers have never heard of our goods we write them and ask for lists of their customers' names and addresses. We tell them why we want the lists. We particularly emphasize that we do not want them to buy a bit of our goods until there is a certain demand. Once they find we are trying to make a friend of them they meet us more than half way, stock our goods and become real boosters.

Another plan which is effective is making cost sheets for the jobber's salesmen's cost books. We have cuts of our package, the price and how the goods are packed.

Here is a summary of the definite plans we have formulated to gain the wholesaler's confidence and co-operation:

1. We have one price.
2. We have a firm stand on our credit situation.
3. We imprint our circulars with the jobber's name and have him send them out in his monthly statements.
4. We send samples to the jobber's salesmen for their own personal use.
5. We do not give exclusive distribution.
6. We watch our drop shipments so that we can protect the jobber.
7. We do as much direct-mail work as we possibly can for the jobber.
8. We supply cost sheets.

### R. H. Gannon Joins Rogers-Gano

Roy H. Gannon, formerly with the Southwestern Advertising Company, Dallas, Tex., has been made an account executive with the Rogers-Gano Advertising Agency, Inc., Tulsa, Okla.



# Electrical World Helps You on a Complicated Selling Job

**THE** rapid growth and expansion of the electrical industry—and particularly the electric light and power branch of it—in the last few years has made it more and more difficult to locate and establish contact with recognized buying authority.

In large central station companies, in particular, buying authority is divided among a group of executives and engineers, which makes the sales problem of the manufacturer an unusually complex one.

Right here is where **ELECTRICAL WORLD** helps. During its 53 years of leadership in the central station and electrical fields, **ELECTRICAL WORLD** has expended many thousands of dollars to find out exactly who are the men controlling or influencing buying in each power company, and as a result, **ELECTRICAL WORLD** is able to offer the manufacturer an economical "short-cut" in establishing his own sales contacts. It takes years to establish and build up these valuable contacts.

Since titles often do not denote the real responsibility of the executives of central stations, it is usually impossible to establish these contacts by mail—direct sales work has been necessary.

**ELECTRICAL WORLD** has its own field circulation force which has been trained to:

1. Get coverage of all worth while companies and plants.
2. Hand-pick the individuals in these companies and plants who influence and control the buying of equipment.

**ELECTRICAL WORLD** is therefore the most logical and economical means available to manufacturers in getting their sales story regularly into the hands of the men who control and influence the purchase of equipment.

It is a matter of record that **Electrical World** covers 98.4% of the total buying power of the central station industry. **Electrical World** has the largest circulation of any electrical business paper, and since this circulation is highly specialized, it gives a saturation in this field which is so highly desirable in paving the way for intensified sales effort.

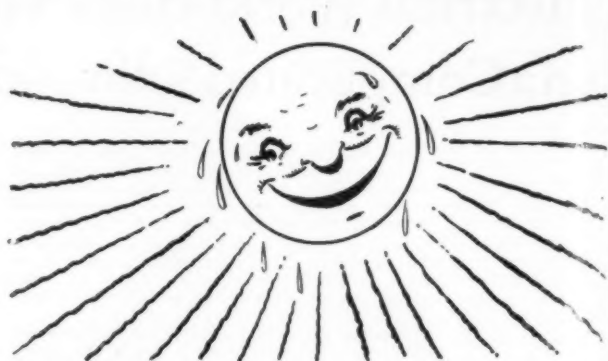
## Electrical World

*A McGraw-Hill Publication*

Tenth Ave. at 36th Street, New York City

ABC

ABP



# Make Hay While the Sun Shines

You've never heard an advertising representative of this newspaper group say anything about the "summer slump." You won't, either.

H. A. KOEHLER  
929 Hearst Bldg.  
Chicago

K. J. NIXON  
82 Marietta St.  
Atlanta, Ga.

L. C. BOONE  
Book Tower Bldg.  
Detroit

Rodney E. Boone, General  
9 E. 40th St., New York

Chicago American Boston American

Detroit Times

Boston Advertiser

In the first place the "summer slump" is more of a theory than an actuality.

In the second place, all of the markets covered by the newspapers in this group are URBAN MARKETS where business goes on about as usual the year 'round.

Chicago, Detroit, Boston, Rochester, Syracuse, Milwaukee, Albany—here are cities where business does not fluctuate; where there is stability to a marked degree; where buying power is unusually pronounced.

A representative of this group can offer very definite proof that manufacturers may profitably concentrate their sales efforts in these markets during July and August.

Boo  
40th  
General Manager National Advertising  
New York

S. B. CHITTENDEN  
5 Winthrop Square  
Boston

F. M. Van GIESON  
541 Monadnock Bldg.  
San Francisco

FRED H. DRUEHL  
136 St. Paul St.  
Rochester, N. Y.

can  
Albany Times-Union Syracuse Journal

iser  
Rochester Journal Wisconsin News



# Chicken Money

Chicken money is spent for almost everything from shoes for the baby to tires for the car and truck. For the typical poultry raiser makes a generous income—large enough to buy almost any article he or his family really wants. For instance, 199 poultry raisers answering a recent questionnaire revealed the ownership of 246 automobiles and trucks. Are you getting your share of this business?

## Hints to National Advertisers

If you were a poultry raiser, wouldn't you devote the most of your reading hours to poultry papers? Wouldn't advertising in poultry papers have the most influence upon your purchases? More than 66% of the poultrymen answering a questionnaire sent to a cross section of our combined more than a quarter of a million circulation stated that they *preferred* reading a poultry paper to a general farm paper. Think it over! Reach the poultry raiser through these two papers. He reads 'em.

**American Poultry Journal**

Chicago, Illinois

**Poultry Tribune**

Mount Morris, Illinois

# The Advertising Development of the South

No Longer a Land of Miles of Cotton, but One Possessing Diversified Industries Which Have Used Advertising with Great Success—  
A Story the Public Should Know

By W. M. Armistead

Partner, N. W. Ayer & Son

YOU probably have heard the old story of the average man's reply to the question "What is Africa like?" The answer is "Miles and miles of sand mixed with lions."

The average Northerner's conception of the South is not unlike that except that it is usually "Miles of cotton fields all mixed up with negroes, with a place in the center sodded with grass for Bobby Jones to practice his golf strokes."

There are many men and women who live in the North who do know the South and its resources, but there are millions and millions of others who do not—whose commercial or social interests have never caused them to spend any time in the South. Those people are not ignorant. They are ignorant, however, on the subject of the South and its resources, but not generally ignorant. They are as alert and intelligent and as well-read as any people in America.

How does it happen, then, that they have such a curious idea regarding the South? It is through the advertising that the South has had.

All the songs, all the stories, all the plays written about the South—most of them by men and women who never saw the South—tell us the South is sunny, that it is where the cotton grows, that there are a few white people living in splendor on vast plantations growing cotton cultivated by swarms of negroes. Now add this to the newspaper publicity which is given every year to the cotton crop and you cannot much blame

the man of the North for his conception of the South.

When you tell him that New England, one of the greatest industrial hives of the world, is producing only 68 per cent as much in value of manufactured products as the South he is amazed. When you tell him that the manufacture of cotton goods alone in the South is 52 per cent of the country's total production, he is again amazed, and so on with other basic industries.

If the South is to correct the Northern misconception and to attract more Northern people and capital, it would be a well-considered movement on your part by some means to increase the visibility of industry in the South at least to the level of cotton. \* \* \*

When I first went with N. W. Ayer & Son, about eighteen years ago, the territory in which I traveled was the Southern States exclusively; therefore, it has been my good fortune to come in contact with many of the Southern advertisers, and in some instances to have maintained a very intimate contact with some of the businesses of which the South has every reason to be very proud.

## HOW HANES STARTED

About fifteen years ago, there was a comparatively small concern at Winston-Salem, N. C., manufacturing a very fine line of heavy-weight popular-price underwear. This merchandise was not trade-marked; the goods were being sold in competition with other unknown merchandise. They decided to trade-mark it in order that it could be identified by the consumer. We were commissioned to originate the trade-mark and do the advertising. We suggested that

Portion of an address made before the convention of the Southern Newspaper Publishers Association at Atlanta, Ga., on July 6, 1927.

the line of merchandise be called "Hanes."

It was two and one-half years before the goods with the trademark could be gotten into distribution. Advertising was applied. Today that mill has grown to be the largest of its kind in the world. Not only heavy-weight underwear is being manufactured but all weights of underwear—a full line—and the product is sold generally through the entire United States. This company is the P. H. Hanes Knitting Co.

About the same time, the R. J. Reynolds Tobacco Company discovered a better way of manufacturing smoking tobacco. The company named this product Prince Albert. We were commissioned to do the advertising. At that time, this company ranked fourth in the tobacco industry. Practically all of the business was confined to the Southern States. If my memory serves me correctly I do not believe it was selling goods to amount to very much north of Baltimore or west of St. Louis.

With the advertising plan came an expansion of the sales force. Within a short time, Prince Albert was the unquestionable leader and the marvel of the tobacco industry in volume of sales.

A little later, this company decided to add cigarettes to its line. Before this cigarette was offered to the public a fortune was spent in experimental work in perfecting it. The name given to the cigarette was Camel. Before competition realized what was going on, Camel cigarettes were being sold from coast to coast in every city, town and hamlet. It was the first brand of cigarette ever distributed and sold nationally, and Camel cigarettes, as you know, are the overwhelming choice of the people.

Today, the R. J. Reynolds Tobacco Company is the leader in the tobacco industry, having come from fourth place in the face of all the skill that competition could muster.

The Coca-Cola Company is a monument to advertising. It was only about thirty years ago that this drink was offered to the pub-

lic. Today it is one of the nation's great industries.

Penick & Ford, a few years ago, started a small syrup business at Shreveport, La. They applied advertising to their product almost from the beginning. Today their brands are sold throughout the nation. They have grown within a short time from an obscure company to the largest manufacturers of syrup in the world. At the close of business every day there is a trainload of Penick & Ford's products that leaves the factory for distribution in one State only. A fine product, scientific selling and consistent advertising are the answer to their success.

#### TRADE-MARKED TOWELS

The Cannon Manufacturing Company, the world's largest manufacturer of towels, has been advertising its products to the consumer since 1924. Before the advertising was begun this was a highly successful manufacturing company. To attach a trade-mark to the individual towels and advertise them in order that they might be identified by the consumer, of course injected a new policy into the business. This new departure has been very successful. It has enabled the purchaser to identify the towels, adding confidence to the value of the merchandise, and I am glad to say that Cannon towels are being purchased by name throughout the entire country.

Jacksonville, Fla., and Atlanta, Ga., for the last few years have been conducting splendid advertising campaigns, and the indications are that the citizens of these communities feel very substantial effects as the result of their efforts.

The Dethol Manufacturing Company, manufacturer of liquid insecticides, is expanding its business very fast, and every indication points to a national business within the next few years.

The Cheek-Neal Coffee Company is one of the South's oldest advertisers, having started in Nashville, Tenn. Its business has gradually expanded until the company now has plants in a number of the prominent cities and is one of



Take advantage of  
the tremendous buy-  
ing power behind  
this emblem !



The net paid circulation of The Shrine Maga-  
zine is 607,112 copies monthly. A *distribution  
statement, by states, will be mailed upon request.*

## THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

CHICAGO  
Tribune Tower

BOSTON  
Little Building  
Telephone: Hancock 8086

the few coffee companies which is in fact doing a national business. This business illustrates what determination and vision will accomplish.

The Wesson Oil & Snowdrift Company is a Southern company selling its products throughout the United States. Advertising has become an institution in this business.

I recall the time when the Southern manufacturer was obsessed with the idea that the limit of his market was represented by the Mason and Dixon Line. This imaginary line has ceased to be a barrier, as there are many articles of merchandise manufactured in the South that are not only being sold throughout the United States but also in many foreign countries.

The companies I have mentioned have been advertisers since they began, having started their advertising plans in a very conservative way, but as the business grew their advertising activities have been extended.

The South has the right to boast of many of America's greatest manufacturers and advertisers. Notwithstanding the progress made along advertising lines by the Southern manufacturer, there is still room for a much greater development just as we will find in any section of this country. It was only a few years ago when the more aggressive manufacturers began to take advertising seriously. The time is fast approaching when an advertising plan must be a part of every business and institution.

Please do not get the impression that it is my purpose to leave the thought that advertising alone is responsible for the development of any business. It is not. The reasons are good products, priced correctly, skilful sales organizations and good advertising.

No merchandise can be successfully advertised unless it has merit. One of the greatest obstacles to the development of advertising is in leaving the advertiser under the impression that advertising will work miracles and cure business ills. As a matter of fact, business ills should be cured before advertising is applied.

## Circulation Managers Meet at Atlanta

The annual convention of the International Circulation Managers' Association was held recently at Atlanta, Ga. Over three hundred delegates from all parts of the country were in attendance.

The sessions were addressed by O. C. Harn, managing director of the Audit Bureau of Circulations. C. D. O'Rourke, of the Indianapolis Times, spoke on "Revenue Versus Expenses." Joseph Horner, Jr., of the Green Bay, Wis., Press-Gazette, discussed the "Relation of Circulation to National Advertising." J. R. Marks, of the Asheville, N. C., Citizen, was another speaker.

John T. Toler, of the Atlanta Constitution, presided at the banquet on June 22. Among those who spoke on that occasion were Clarke Howell, Sr., of the Atlanta Constitution; Major John S. Cohen, of the Atlanta Journal; J. B. Nevin, of the Georgian-American, and J. J. Lynch, of the Cleveland Press.

Harold Hough, of the Fort Worth, Tex., Star-Telegram, was elected president. J. M. Annenberg, of the Philadelphia Public Ledger, was chosen first vice-president; Howard W. Stodghill, of the Louisville, Ky., Courier-Journal, second vice-president, and Clarence Eyster, of the Peoria, Ill., Star, secretary-treasurer. The new directors elected were: David H. Smith, of the Portland Oregon Journal; H. G. Kimber, of the Toronto, Can., Globe, and Clarence Hixson, of the Syracuse, N. Y., Post-Standard.

Pittsburgh, Pa., was selected as the convention city for 1928.

## Automobile Advertising Managers Meet

The advertising managers meeting of the National Automobile Chamber of Commerce was held recently at Detroit. H. H. Rice, chairman of the taxation committee of the Chamber, spoke on the place of advertising in the public affairs of the nation. "Why Publicity?" was the topic of Lockwood Barr, publicity director of the General Motors Corporation. George E. Piper of the Household Magazine, Topeka, Kans., discussed "Is It Profitable to Buy Duplicate Circulation?" Edward S. Jordan, president of the Jordan Motor Car Company, Cleveland, was chairman of the meeting.

## Harry Phillips with McGraw-Hill Company

Harry Phillips, formerly with Chilton Class Journal Company, Philadelphia, has been made art director of Electrical Merchandising and Radio Retailing, New York.

The Blackfoot, Idaho, Republican, a semi-weekly, has been changed to a daily.





## This man will read your radio advertising

**H**E will read your radio advertising because he was born that way.

Lawyer; as it happens. Or, maybe, he is doctor, banker, merchant, manufacturer, artist, author, publisher, advertising man.

Missed his "calling," he says. Often thinks the Almighty intended him to be a mechanic.

In any event, he *is* mechanical!—

Takes time for practical, mechanical things: works

at them when he can; reads about them every chance.

Interested tremendously, in Popular Science Monthly.

Easy to see that this man will read your radio advertising in Popular Science: read it with attention and understanding.

For your Fall campaign, Popular Science Monthly will deliver three hundred thousand just such interested, attentive and responsive radio readers!

# Popular Science

MONTHLY

250 Fourth Avenue, New York

"THE AMERICAN WEEKLY" IS THE MOST

# In 5,000,000 homes "The American Weekly" helps to make up the buying mind

EVERY Sunday morning, from Boston to San Francisco, from Chicago to Atlanta, *The American Weekly* goes into 5,000,000 typical American homes. In these homes live 22,000,000 consumers—the largest single buying unit in the world!

The consumers who live in these 5,000,000 homes constitute the most desirable market in America. They are well-educated, well-informed, truly American in their modern view-point and close contact with life. They know the good things of this world—and they want them.

They have the money to buy them, too. These 22,000,000 consumers live in and adjacent to fourteen cities which, in the aggregate, possess *two-thirds* of the

*total wealth of the nation.* This money, represented by bank clearings, is actively in circulation, constantly being spent. And it is being spent largely upon those products which are widely and consistently advertised.

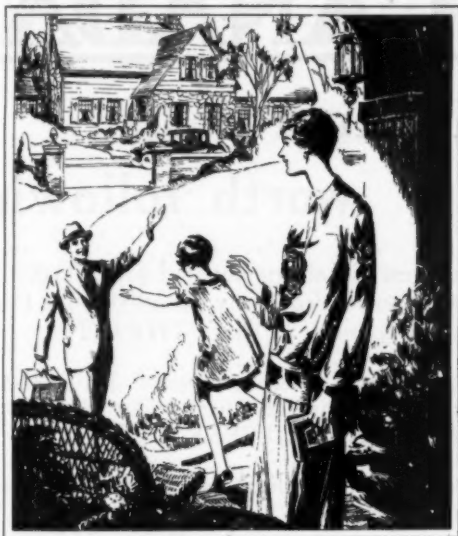
*The American Weekly* is the only advertising medium which concentrates on this tremendous market. It taps the very nerve centers of national life, the concentration points of prosperity. And its widespread popularity and influence are rooted in the *family*—the economic foundation of modern civilization.

The source of this tremendous influence lies within the magazine itself. For *The American Weekly* contains the liveliest, most interesting reading matter being printed today—fiction, articles, features, fashions, a household department—everything a good magazine



*The American Weekly* has its peak distribution in the fourteen American cities having *one-fifth* of the total manufactures, *three-fourths* of the total bank clearings, and *one-third* of the total urban population of the United States.

## WIDELY READ MAGAZINE IN THE WORLD



ought to have, *plus* the newspaper's distribution and flexibility. Its universal appeal has gained for it a universal audience.

Yet despite its manifold advantages, *The American Weekly* is among the least expensive of all large-scale publications. It is the *only* national medium in which the advertiser can take a full newspaper-size page in color. It is the *only* national medium with maximum circulation in the cities

—where enormous buying power is concentrated, and where merchandising distribution is most easily obtained. *It is the most effective medium in the world for getting that end and aim of all merchandising—large and lasting results.*

Write today to the nearest office (see below) of *The American Weekly*, A. J. Kobler, President, for specific data on the world's most widely read magazine.

# THE AMERICAN WEEKLY

*Greatest Circulation in the World*

*Read by 5,000,000 families every week*

9 East 40th Street, New York City

5 WINTHROP SQUARE  
BOSTON

WRIGLEY BLDG.  
CHICAGO

753 BONNIE BRAE  
LOS ANGELES

222 MONADNOCK BLDG.  
SAN FRANCISCO



# CANADA



## Direction posts worth following

Last year Canadians invested \$560,000,000 in Bonds, and added nearly \$100,000,000 to their Bank Deposits . . . That's **THRIFT**.

At the same time they spent \$110,000,000 on the purchase of Automobiles . . . That's **FREE-HANDEDNESS**.

And meanwhile their per capita Bad Debt Losses were only \$3.16 (as against \$5.60 in the United States) . . . That's **SAFETY**.

*For further details about this splendid market, consult any of these—*

## Daily Newspapers of Canada

### Prairie Market

	Paper
Winnipeg, Man. ....	"Free Press"
Winnipeg, Man. ....	"Tribune"
Regina, Sask. ....	"Leader & Post"
Moose Jaw, Sask. ....	"Times-Herald"
Saskatoon, Sask. ....	"Star & Phoenix"
Lethbridge, Alta. ....	"Herald"
Edmonton, Alta. ....	"Journal"
Calgary, Alta. ....	"Herald"

### Maritime Market

St. John, N. B. ....	"Telegraph-Journal & Times-Star"
Halifax, N. S. ....	"Herald & Mail"
Halifax, N. S. ....	"Chronicle & Star"
Charlottetown, P. E. I. ....	"Guardian"

### Pacific Market

	Paper
Vancouver, B. C. ....	"Province"
Victoria, B. C. ....	"Colonist"

### Quebec Market

Montreal, Que. ....	"Gazette"
Quebec, Que. ....	"Le Soleil"
Quebec, Que. ....	"L'Evenement"

### Ontario Market

Toronto, Ont. ....	"Globe"
Toronto, Ont. ....	"Telegram"
Hamilton, Ont. ....	"Spectator"
Kitchener, Ont. ....	"Record"
Kingston, Ont. ....	"Whig-Standard"
Peterboro, Ont. ....	"Examiner"

(All Members of A. B. C.)

# Purchasing Agents Should Encourage Legitimate Competition

But the Purchasing Agent Who Promotes Unfair Competition among Bidders Will Eventually Suffer

By W. W. Fulmer

General Purchasing Agent, American Railway Express Company

HERE is an axiom that "competition is the life of trade." It is also the sole reason for the existence of purchasing agents for, if a monopoly existed on every commodity, there would be but one price for all and purchasing agents could be replaced by typists. It is, therefore, the primary duty of every purchasing agent to encourage legitimate competition by every honorable means.

The adjective "legitimate" is used designedly, for there is today some competition that does not come under that heading. I do not refer to the dishonest kind; happily that is gradually disappearing with the common law precept of *caveat emptor*. What I have in mind is competition designed to play one manufacturer against another to the extent that whichever gets the order is fated to either lose money or handle the business as a simple turnover that does not even carry its fair share of overhead. Looking at the thing superficially, such purchasing may appear clever, but careful analysis will show that it is just the opposite. This applies particularly to articles requiring the use of special tools, jigs, dies or plates representing a considerable initial expenditure on the part of the manufacturer before production is begun. As the writer is most familiar with this as applied to printing he will use that as an example.

A firm uses, say, fifty forms of various sizes and make-up. The quantities vary from 10,000 to 100,000 at a printing. The purchasing agent sends out proposals covering the forms to twenty-five printers and each one begins to sharpen his pencil. The cost of composition and plates for al-

most any of the 8½ by 11 forms will run from 20 per cent to 50 per cent of the cost of the entire job. Printer "A" has an inspiration. "I will," he says, "include no composition or plate charge on these forms. Then, if the price is right, and it should be on this basis, I will get the repeat orders and, by spreading the cost over two, three or more orders, I will get it back gradually and have had the three jobs besides." Great! He makes his bid and gets the order, does the job and gets paid for it. Everything is as merry as wedding chimes.

## ANOTHER SUCKER

Six months pass. The same forms are up for "competition" again. Printer "A" submits the same prices at which he obtained the first order, which prices were really lower than they should have been except for the repeat business he had in mind. Printer "B," who also figured the first time, now sits himself down, hair in one hand and fine pointed pencil in the other. A mighty vision breaks in on his harassed brain. He says: "I will include no composition or plate charge on these forms. Then if the price is right, and it should be on this basis, I will get the repeat orders and by spreading the cost over two, three or more orders will get it back gradually and have had the three jobs besides." He wears out six pencils and two erasers and arrives at prices two cents a thousand less than "A's" and secures the business "on a strictly competitive basis."

Six months later proposals are again sent out. "A" quotes his original figures thinking

he lost the business the last time because someone, in error, quoted less than cost. "B" does likewise, still wrapped up in his glorious vision and knowing nothing of "A's" hopes. Visions, being the exclusive privilege of no man, printer "C" indulges in one. He says: "I will include no composition or plate charge, etc., etc.," and after much mental and physical labor he submits prices slightly lower than "A's" or "B's" repeat quotations and gets the business.

Here, then, at the end of eighteen months, are three printers, each with a complete set of plates for which they have received no payment. Apparently, the purchasing agent has succeeded in securing keen competition, the forms below cost and saved his firm money. But has he?

#### WAS BARNUM WRONG?

The late Mr. Barnum to the contrary notwithstanding, the "sucker" crop among real business men is decidedly limited and it is simply a matter of time until "A," "B" and "C" and the balance of the list of bidders arrive at the conclusion that they are being used as good things. When that evil day arrives, Mr. Purchasing Agent's request for a bid is returned by the thrice-burned printers with a gentle, but none the less firm, declination, thus reducing the field of competition.

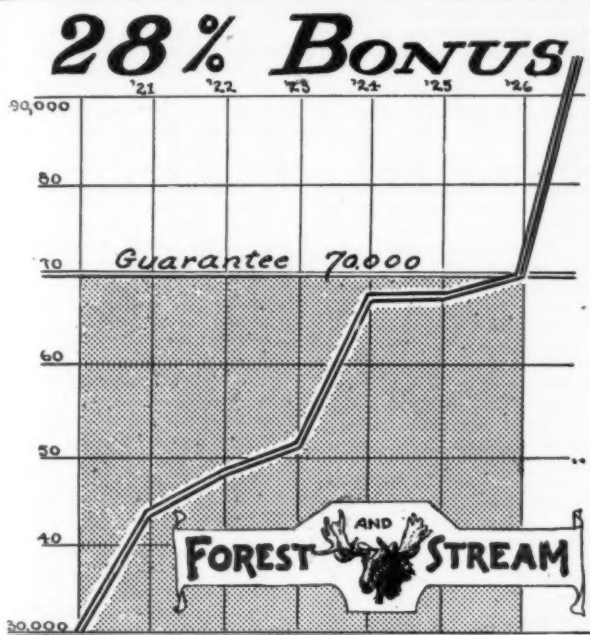
Of course, there are instances where business is taken at ruinous prices despite the fairmindedness of the purchasing agent. The writer has in mind a certain item of equipment used in considerable number by his company. Some time ago we were solicited by a small plant in the northern part of the State for an opportunity to furnish part of our requirements. The article in question is bulky and the freight rate high, so it is advantageous to have sources of supply at strategic railroad points. This manufacturer quoted a price considerably lower than was being paid others, but insisted he was able to handle the business on that basis. Ac-

cordingly, he received a fair share and, be it said to his credit, the output was entirely satisfactory and up to specification. It began to look as though the other manufacturers were receiving too much for the same item, but this fear was dispelled, when the up-State manufacturer filed a petition in bankruptcy, a condition into which, I have no doubt, the orders he received from us assisted him.

In a recent PRINTERS' INK article on "Reciprocity,"\* Charles H. Armstrong repeated Elbert Hubbard's definition of a purchasing agent. At the time it was written, part of the definition was true, although it is doubtful if the Fra himself believed all of it, as he also had a purchasing agent for the East Aurora colony. Nevertheless it reflected what was then an almost general opinion. The average purchasing agent of that day had few friends and looked upon all who came to his sanctum with the cold, fishy eye of suspicion; believed only what he saw and oftentimes only half of that. Such an attitude could not help but have an adverse effect upon his relations with the salesmen who, in turn, gave him as little information as was necessary to obtain the order and considered the day well spent if they succeeded in putting one over on the purchasing agent.

Today things are different. The real purchasing agents are proud of their profession—and glad to have the acquaintance of good salesmen. Many a purchasing agent has been able to make substantial savings and place himself in a favorable light with the powers that be, through a lead given him by a friendly salesman. High-class salesmen are up on their particular lines as no purchasing agent can be, since the latter's knowledge must of necessity cover a diversified field; consequently the purchasing agent who by his attitude merits the confidence of his salesmen visitors, is in a position to avail himself

\*"Reciprocity—the Purchasing Agent's Nightmare," page 146, April 28, 1927.



**When You Buy Space In Forest & Stream  
You Buy On a Steadily Rising Market**

**Average For Six Months (January to June, 1927)—90,518 (Publisher's Estimate)**

**Net Paid Monthly Average, 1926—70,180 (A. B. C.)**

**Guarantee 70,000**

**No Subscriptions in Arrears**

**No Merchandise Premiums**

**Circulation Obtained By Soundest Methods in Publishing Business**

*For full particulars phone or write*

**W. V. HODGE**

**P. J. HACKETT**

**Circle 2585—221 West 57th St.**

**State 7062—326 West Madison St.**

**New York**

**Chicago**

*Founded 1873—54th Year*

of their highly specialized knowledge whenever necessity requires.

Nearly all purchasers are also suppliers and must make a profit on what they sell to continue in business. It is only logical, therefore, that they grant the same opportunity to those who may be selling them and any purchasing agent who gets the reputation of inducing unfair competition among bidders will find himself paying through the nose when finally forced to go into a really competitive market.

Someone has written to the effect that everything in life has its proper price and those who pay less, buy not that thing, but something else, and obtain exactly what they purchase, if indeed they get that. The saying has lost none of its wisdom with the passing years, as such sharp practice purchasers have learned.

A proper purchase is one made at the lowest price consistent with quality, workmanship, delivery, and the other items entering into the transaction, together with some—albeit small—profit to the supplier. The purchasing agent who conducts his department with this in mind is living up to the best ethics of his profession and is at the same time purchasing for his organization, without additional cost, that most valuable of all intangible assets, good-will.

### How Institutional Advertising Helps General Electric Sales

THE General Electric Company continually carries on several merchandise campaigns as part of its advertising program. Besides these, for the last few years it has conducted an institutional or educational campaign. This educational campaign represents about one-sixth of the company's total advertising effort. Although the immediate purpose of this institutional advertising is not to sell General Electric products, as such, it does affect sales. W. L. Towne, of the company's advertising department, told members of the

Electric Association of Chicago, June 23.

"For the last five years we have tried to tell the reading public the story of electricity's relation to the home and industrial task by putting a news flavor into our illustrations, headlines and copy," he said. "We have found it wise to express the industry in terms of the individual. You must somehow bring the point you are making home to the individual acutely or it won't be effective. We test all our advertising on people outside of the electric industry to find out which advertisements they will be attracted to read and we are surprised at the number of men interested in copy addressed to women.

"Institutional advertising must lean on the dramatic but your drama must not tend to heaviness. We have learned that we must be ready to back up or verify the claims that we make either directly or through implication in our educational campaigns both in copy and illustrations. Any claim or suggestion that the reader can't accept will bring its quick and perhaps damaging reaction, so advertising to be really educational must be thoroughly reputable. When the institutional advertising is backed by technical advertising it sells best, but there is no reason why the institutional campaign by itself should not affect present current sales in addition to educating people."

One of the biggest future markets of the electrical industry will be the farm, Mr. Towne gave as his belief. And farms will be much heavier users of electricity than city homes, he added. For that reason the General Electric is working now thoroughly to cover towns of 2,500 population and under. "A few years ago farm paper editors were thinking of electricity only in terms of farm lighting units," he said. "Now they are alert as are the power companies to broader electric service on the farm. Probably there will be 1,000,000 farms wired for electricity in the next six or seven years. At present half the farmers of the country are within four miles of a power line."



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*Circulation 75% Carrier Delivered*

# SERVICE!

If you have a sales problem in Brooklyn or desire a check up or survey of market conditions, the newspaper that was the first to reach a net paid circulation of over 100,000 every evening is ready to help you.

**BROOKLYN** is one of the richest markets in the U. S.

## Brooklyn Daily Times

now has the largest net paid circulation daily (except Sunday) of any Brooklyn newspaper.

Member A. B. C.

*National Representatives*

**LORENZEN & THOMPSON, INC.**

New York

Chicago

San Francisco

Seattle

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# A Council of 21,000

## THE MAGAZINE OF BUSINESS

SYSTEM

Edited by  
A. W. SHAW



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# July

## Editorial High Spots

### "The Mississippi Flood and Business"

Lawrence A. Downs, President, Illinois Central System, discusses the aspects of the flood with which business must concern itself.

### "Nomadic America's \$3,300,000 Market"

The automobile has created new outlets for American dollars. Frank E. Brimmer tells what this market is, what and how much it buys, and how to reach its well-filled purse.

—and 16 other articles and departments—including "The Business Outlook," "The Underlying Trend," and "The Business Weather Map"—of the calibre which has made this THE MAGAZINE OF BUSINESS, where business leaders talk to business leaders.

"WHERE BUSINESS LEADERS TALK"

# 1000 Business Leaders Answers "How's Business?"

**H**OW'S business now? How is business over the country? In each state? In each important trading center? There is only one real answer.

Car loadings, money rates, security trends—these are merely the after effects of past decisions. They show today's results of the thinking and planning which business leaders did 30, 60 or 90 days ago. But get that question, "How's Business?" to these business leaders today, and they can look ahead with you to future days when their present plans will be reflected in railway terminals, in banking circles, on the Exchange.

It is by doing this that THE MAGAZINE OF BUSINESS is able each month to give you a new, unduplicated answer to "How's Business?"—an answer which enables you to keep abreast of current Business thinking rather than in its wake. For here, through THE MAGAZINE OF BUSINESS, over 21,000 top executives in America's highest rated enterprises have united to get the answer to "How's Business?" as you would (if you had the facilities) get the answer yourself.

Each month a great group of these top executives report the exact status of business conditions, the outlook for months ahead. Here is not one man's answer to this vital question, but the reflection of the combined thinking of the guiding men in the majority of America's greatest businesses. Where else have business executives found available so accurate a guide for their business planning?

*It is because of such features as this and the others listed to the left, found only in THE MAGAZINE OF BUSINESS, that business executives have given it the largest monthly \$4.00 circulation in the world.*

ER TALK TO BUSINESS LEADERS"

# Lord & Taylor's Method of Planning an Advertising Forecast

This Department Store Works Six Months Ahead on Its Advertising Schedule

By Gilbert H. Cowan

Secretary of the Executive Committee, Lord & Taylor

[EDITORIAL NOTE: This forecasting plan is carried throughout the Lord & Taylor organization. Its application to the store as a whole was described by Mr. Cowan in an article which appeared in the January 13, 1927, issue of *PRINTERS' INK* under the title: "How Lord & Taylor Forecast Finances for Merchandising."]

SINCE a department store is a business peculiarly dependent upon public interest, it is most important that this interest be sustained through constant communication with the public. Communication, to be effective immediately, should be direct; and direct communication may be either written or oral. Psychologists have proved that the majority of people are eye-minded rather than ear-minded.

Because of this and because of the fact that the department store's public numbers thousands of people who cannot be reached orally, the written communication becomes paramount in effectiveness and scope. Only the written communication will be considered in this paper, since advertising serves as this contact made by the department store with its public. The method by which a store prepares its written communication in advance for a given period is an advertising forecast.

This given period at Lord & Taylor's is six months. The forecast for the fall season, which is from July 1 to December 31, is started in May; the forecast for the spring season, which is from January 1 to June 30, is started in November. The method of planning for both seasons is the same.

The advertising manager begins the planning of a forecast with a review of the volume figures for

the corresponding seasons of the last two years, by merchandise divisions—accessories, fabrics, women's and misses' apparel, young people's store, home furnishings, and man's shop—and then by the departments in each division. This analysis is made for the purpose of determining the type of business done, the increase or decrease in net sales, the number of sales, the average sale, credits, and the percentage of charge, cash, and C.O.D. sales. From this study he arrives at some general conclusions as to where and how volume should be increased during the coming season.

After the review of these sales figures, the advertising for the same seasons is analyzed. This is done by a study of six books which are kept, one for each merchandise division, and which contain a copy of each advertisement, with a record of the papers used, the cost and the results. These books also contain all magazine and direct-mail advertisements and bill inserts.

From this study, general conclusions are reached in regard to the strong and the weak points of the past advertising forecasts and performances, and the sales volume accomplished. These conclusions, summarized, become the basis of the forecast.

The next step is to compare the store's advertising for the preceding spring or fall, as the case may be, with competitors' advertising for the same period. For this purpose, competitors' advertisements are filed day by day in books which may be easily consulted. In addition, a study is made of the report from an outside service agency which gives the total newspaper lineage each department has used, compared with competitors' line-

A talk delivered at the recent convention at Schenectady of the Second District of the International Advertising Association.

age, and the distribution of this lineage in metropolitan newspapers. A summary of competitors' advertising for the last season is then made, noting the strong and weak points.

Up to this point, the volume forecast planned by the merchandise division has not been completed. So the advertising manager estimates a normal increase or decrease based on information given in publications and by reports from banks and statistical agencies, on the general attitude of the buying public and the price trend in commodities, and the purchasing power of the dollar, which helps him to determine if there will be an increase or a decrease in the buying power of the public.

With these four summaries before him—sales analysis, the store's advertising for the past season, competitors' advertising for the past season, and the trend in business—he makes two budgets, a maximum and a minimum. These maximum and minimum figures for an increase and a decrease are planned for fourteen classifications, namely

Newspapers	Miscellaneous
Magazines	Decorations
Circulars	Addressograph
Composition	Special Shows
Art Work	College Trips
Postage	Salaries
Windows	Experimental

The actual figures for the corresponding season of last year are entered on the sheet which records these plans for the purpose of continual comparison.

The planned figures for the six months' season for each classification are then reduced to a figure for each month of the season. The advertising manager then knows how much he plans to spend on newspaper advertising and on each of the other thirteen classifications for the entire forecasted season and how that sum will be distributed over six months.

The next step is to consider how the planned figures for newspaper advertising will be used month by month, what amounts will be used for institutional advertising, for divisional advertising and for departmental advertising, which is

sub-divided into prestige, assortment and direct selling or price-appeal advertising. Consideration is given to the calendar events of the season, such as church, school vacation, social occasional events such as auto and horse shows, also periodical attractions for visitors.

The next refinement of the plan is to determine how the month's figure will be distributed over the four weeks and three days of the month, in which newspapers the advertisements will be placed, and how many columns will be used in each newspaper.

Plans are made for each classification, similar to the plan for the newspaper classification just outlined.

Following the making of this expenditure plan by weeks, the three most important classifications, newspapers, magazines and circulars, or direct mail and bill inserts, are given complete development. We then contract with an advisory agency to assist us with the institutional advertising, which is our quality consideration. The divisional and department advertising is planned by the six divisions after consulting the merchandise managers. This summarizes the planning that the advertising manager and his staff do in making their advertising forecast.

A divisional merchandise manager shares the responsibility for the operation of a number of departments, with the buyers of those departments. While the advertising manager is planning an advertising forecast, the merchandise managers and buyers of their division are planning a merchandise forecast. Their plans cover sales (or volume), purchases, stock, profit and advertising.

The divisional merchandise manager and buyer, in planning their advertising forecast, have the department point of view instead of the store point of view, which the advertising manager has in planning his forecast.

Each buyer estimates the advertising expense for his department. The buyer plans the expense in two ways, as a certain per cent of sales, and by the number of promotions desired in the season. This

# \* ADVERT

WITH WHOM WE WORK

**Pies men like -**

And a quicker way to make them

**5000 stockings? There really are!**

AND THIS IS THE EXTRAORDINARY FACT THAT MAKES THEM SO FAMOUS

There is kind to everything it touches

**The Packer Mfg. Co., Inc.**  
Packer's Shampoo Preparation  
Packer's Charm

**Seaboard National Bank**

**Walter M. Lowney Co.**  
Lowney's Chocolates

**Vacuum Oil Company**  
Gargoyle Mobiloil  
Gargoyle Lubricating Oils  
for Plant Machinery  
Gargoyle Marine Oils

**The National City Co.**  
Investment Securities

**Procter & Gamble**  
Crisco • Ivory Soap • Cam  
Ivory Soap Flakes • Chipm  
P & G - The White Naphtha

**Towle Manufacturing Co.**  
Sterling Silverware

**Lehigh Portland Cement Co.**

**The Stanley Works**  
Tools - Hardware

**National Gypsum Co.**  
National Mineral Wall Board

**Pittsburgh Steel Co.**  
Wire Fence

**Pittsburgh Steel Products**  
Seamless Steel Tubing

**National Steel Fabric Co.**  
Steeltex • National Reinforced

**The Spool Cotton Co.**  
Clark's O.N.T. Threads  
J. & P. Coats' Threads

*The*

# BLACKMAN

*Advertising* \* MAGAZINE • NEWSPAPER

PAPER DOOR - STREET CAR \* 120 West 42 \* NY

figure is reviewed by the divisional merchandise manager. He deducts slightly over 1 per cent of sales from the figure, which becomes the department's contribution to the advertising department overhead, and he divides the remainder by an average cost per line figure to determine approximately the lineage planned this year. He may revise the figure according to plans that he may have for the department's stock after discussing the subject with the buyer.

After this department plan is completed, it is sent to the treasurer's office, where the total for all the departments is figured and checked with the total figure forecasted by the advertising department. If the two totals differ to any great extent, both forecasts are investigated. The points of differences are reviewed with the divisional merchandise manager and the advertising manager, the reasons are considered, the differences reconciled, and the forecast is accepted by both parties.

The treasurer includes the advertising forecast in his financial forecast for the store and presents it to the executive committee, which approves it or suggests revision.

#### PLANNING TAKES OVER A MONTH

The planning I have outlined up to this point takes a month and a half to complete. It is principally a figure forecast, or an estimate of how much will be spent. The divisional merchandise managers' advertising forecast is entirely a figure forecast, as no supplementary data are written out to accompany it. The advertising department has done this work in the divisional plans. Their figure forecast serves chiefly as a check on the advertising department's plan, to make certain that it is adequate to meet the needs of the departments.

This six months' plan is made to *guide*, not to *govern*, the operation of the store. It provides for easy adjustment to weekly variations in customers' needs and demands.

Advertising is one of the most important selling forces applied to

merchandising. Selling is a variable, and when the store has seventy departments with thousands of merchandise items, the variables need constant attention. Thousands of dollars in merchandise are leaving the store daily and just as much new merchandise is coming in to be sold. Advertising plans must be sufficiently elastic to meet this daily change of stock and to accelerate it.

And so the next step is to plan to use the money set aside in the forecast to the best advantage each day. To this end, a monthly plan is made. This monthly plan is started thirty days in advance of each month's advertising, by the advertising department entering on a requisition form the amount of money planned and the approximate lineage it will provide. This form is sent to the divisional merchandise manager's office. The divisional merchandise manager and the buyer answer the questions on the form after making a careful review of our advertising for the corresponding month of last year and of our competitors' advertising for the same period. The assistant divisional merchandise manager, the copy writer, and the fashion assistant help in this survey in order to secure as many opinions and ideas as possible. They then determine how the money can be best used in newspapers, magazines or circulars.

If, in the survey, they find that they will need more money than is planned, a requisition is made out on what we term "a pink slip" and is sent to the advertising manager, who checks the reasons for it and signs it, if justified. It is then sent to the treasurer's office for approval, and the divisional merchandise manager is notified of the acceptance or rejection, so that the plan may proceed. These plans, with dates and a brief résumé of the merchandise to be advertised, are then returned to the advertising office.

It takes until the fourteenth or twentieth of the month to complete this preparation for the coming month's advertising. The advertising department must combine these departmental plans for the



six divisions and for the store into a master schedule by the first of the month for which they are made. This is done by having the copy writers organize the plans for their respective divisions by each week of the month. These combined plans are then reviewed to see if the division forecast figure for the month covers them, and if they meet the needs of the division for the month.

Revisions are cleared with the merchandise managers. When they are approved, the division plans are combined into the master schedule which pictures the store's advertising for each day of the month. This master schedule, or monthly plan, is reviewed and analyzed by the advertising manager and his assistant to determine the strength with which the store will be presented each day and each week of the month.

Two weeks before the advertisement scheduled in the master plan is to run, the buyer organizes merchandise information and sends the suggested copy to the divisional representative in the advertising department. Usually, the copy writer has already discussed the advertisement with the buyer. The advertisement may be one of three types of departmental advertising: First, "prestige," wherein the finest merchandise or the latest style is presented or a new merchandising appeal is made; second, "assortments," wherein a number of items, related in idea, or from the same department, are presented; and third, "direct selling" or "price appeal," wherein the price of the merchandise is prominently displayed in the advertisement. Each of the six merchandise divisions has a policy as to the per cent of the total advertising that shall be done in each of these three types.

Eight days in advance of the actual appearance of the proposed advertisement, a proof is sent to the merchandise manager and to the buyer for final approval. If revisions are suggested, a new proof is submitted. This concludes the planning as the advertisement is now ready to be run. The approved advertisement is scheduled to reach the newspaper office at

noon of the day previous to that when it will be run. There are, of course, exceptions where a "direct-selling" or "price-appeal" advertisement is planned and run in very short notice, say, two or three days.

Service managers are given copies of the advertisements so that they can verify the stock of merchandise behind the promotion, as well as plan the selling force necessary for constant service. After the advertisement appears, the results of this planning and preparation can be determined. A three-day check is kept on the sales of the department. The advertising department reviews the advertisement again and criticizes it. The sales results and criticisms are attached to the advertisement and are then posted in the department's advertising experience book for future reference. A comparison follow-up is made by clipping competitor advertisements, and by a weekly summary report made by a central agency, to determine the consistency in the maintenance of our relative position.

This, briefly, is the method followed by Lord & Taylor when planning an advertising forecast. The bases of this method are: A consideration of all the evidence that can be secured; a study of the store's past performance; a study of our competitors' past presentations; an evaluation of present business trends; a careful appraisal of customers' needs and demands; and an appreciation of the store's future needs in sustaining public interest through written communication.

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### M. M. Mauger to Join Minneapolis "Tribune"

Martin M. Mauger, national advertising manager of the Des Moines, *Register and Tribune-Capital*, will resign from that position on August 1, to join the Minneapolis *Tribune* in a similar capacity.

---

### H. P. Roberts Advanced by Pepsodent Company

Harlow P. Roberts, advertising manager of The Pepsodent Company, Chicago, Pepsodent tooth-paste, is now director of sales and advertising.

**C** The list of advertisers  
who used space in the  
first issue of the

*New*  
**American Druggist**

*The Pharmaceutical Business Paper*

is one proof of its value as an advertising medium.

Another proof is a copy of the magazine. If you want to see the

*New*  
**American Druggist**

a copy will be sent you

119 West 40th Street, New York

A

Abbot  
Alban  
Amer  
Andro  
Anson  
Arnol  
Binne  
Boals  
Carpe  
Cham  
Cleme  
Coca  
Eimer  
Fitzge  
Fouge  
Gillet  
Good  
Gould  
Hugel  
Johns  
Kleine  
Kotex  
Lehn  
Lippin  
Luft  
Major  
March  
Merr

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the New Management

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Agency  
Zonite Products Company

## State Trade-Mark Registration of Minor Importance

THE KUSTO COMPANY  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

It has just been called to our attention that trade-mark registration in the Secretary of State's office in any particular State has preference over registration for trade-marks in the United States Patent Office in the event of any litigation involving the trade-mark registration.

If your office has any information regarding this subject, we would appreciate it very much if you would forward it to us, or let us know where it can be obtained.

THE KUSTO COMPANY,  
C. SIFFEL, JR.

THE Kusto Company, it would appear, has been the recipient of solicitations from one of a group of enterprising persons who find it profitable to confuse and exploit advertisers. The usual process runs something like this: A manufacturer who has originated, used and spent a considerable amount of money advertising a trade-mark is led to believe he may suddenly find himself without valid title to it unless he registers it in the various States.

As is rather generally understood, there is much misapprehension among business men on the subject of trade-marks and their registration. It has become easy, therefore, for unscrupulous individuals, piecing together a plausible story, to terrorize advertisers and lead them to believe that without State registration of their trade-marks they are in a dangerous position.

The suggestion is then made that the solicitor be employed to register the trade-mark or marks in question in the various States. For this service, fees out of all proportion to the value of the registration or to the professional skill required are usually demanded.

A trade-mark is an arbitrary sign, mark or symbol, word or words, or device attached to goods and adopted by the manufacturer or seller to distinguish his product from others. A trade-mark which has been actually used in commerce

among the several States, or with foreign nations, or with Indian tribes may be registered in the Patent Office on payment of a Government fee of ten dollars. But registration creates no trade-mark rights which do not already exist. If a manufacturer has a right to a mark, he has it independent of the trade-mark statutes. If he has no right, registration will not give it to him. The manufacturer who has title to a trade-mark by virtue of actual use can protect his rights whether he has registered it or not. There are, of course, important privileges and presumptions to be had as a result of registration, which need not be discussed here.

If a large proportion of a manufacturer's goods are sold in a few States, it probably would be a distinct advantage to register the trade-mark in those States. If a manufacturer sells only locally with small prospect of national expansion, State registration would be well nigh indispensable as a defense against piracy and use of his mark in intrastate commerce. The Federal Trade-Mark Acts can apply only to interstate commerce; they cannot be invoked if the trade-mark in question is infringed and used by usurpers solely within the borders of a single State. Thus, in the absence of unusual or special circumstances such as are hinted at above, State registration is effected principally to fortify the position of goods that are widely distributed and well-known. In several States, counterfeiting and imitating a registered trade-mark is made a misdemeanor carrying a heavy penalty, giving the owner of the mark a heavy club to swing against pirates.

Several competent and highly reputable attorneys specializing in trade-mark practice are authority for the statement that there is no truth in the assertion that trade-mark registration in any State has preference over or will nullify trade-mark registration in the United States Patent Office in the event of litigation involving the United States trade-mark registration.

State trade-mark acts are supple-

mentary to the common law. They do not destroy common law rights or deprive trade-mark owners of their property by failure to register under them or create title in those who otherwise would have none. That view has been established in at least four actions in the courts of Wisconsin, Massachusetts, Pennsylvania and Washington in addition to five cases in Federal Courts.—[Ed. PRINTERS' INK.]

### Plan Four New Air Mail Routes

Postmaster-General New will open bids on July 16, for four new air mail routes. The first route will run from Albany, N. Y., to Cleveland, via Schenectady, Syracuse, Rochester and Buffalo, all of New York. The second route will go from Dallas, Tex., to Galveston, Tex., via Houston. The third will extend from Dallas, Tex., to San Antonio, Tex., via Waco and Austin, with a proviso that this route may be extended to Laredo, Mexico, whenever the Mexican Government makes suitable arrangements. The fourth route will be between Key West, Fla., and Havana, Cuba.

### New Broadcasting Chain Organized

The Columbia Broadcasting System, a new radio broadcasting chain, has been formed to cover the territory East of the Rocky Mountains. It will be directly under the control of the Columbia Phonograph Company. The key station in the new chain will be station WOR, at Newark, N. J. The first program will be broadcast on September 4.

### G. L. Gold Joins Commanday-Roth Company

G. Leonard Gold has joined the Commanday-Roth Company, Inc., New York, direct-mail advertising, as contact and service representative. For the last three years he has conducted his own business. Previous to that time he was with Brown & Bigelow, Inc., and the Sackett & Wilhelms Corporation, both of New York.

### John Doorty with Barton, Durstine & Osborn

John Doorty, formerly with the William Hengeler Company, Buffalo, N. Y., has joined the Buffalo office of Barton, Durstine & Osborn.

W. E. Terry has joined the advertising staff of *Traffic World*, Chicago.

### Elected Vice-Presidents of Wood Advertising

Harold B. Pickering, Lionel B. Moses and Lloyd Maxwell have been elected vice-presidents of Wood Advertising, Inc., New York. Mr. Pickering will be in charge of the New York office. Mr. Moses will head the Chicago office. Mr. Maxwell is president of Williams & Cunyningham, Inc., Chicago advertising agency, and will continue in that capacity.

Irwin J. Greene has been made secretary-treasurer of the Wood company. He was formerly vice-president of the Chelsea Exchange Bank, New York.

### Lewis A. Crossett Appoints Kenyon Agency

The Lewis A. Crossett Company, North Abington, Mass., manufacturer of Crossett shoes, has appointed The Kenyon Company, Boston advertising agency, as advertising counsel. National mediums will be used by the Crossett Shoe Company division and also the Lewis Shoe Company division of the Lewis A. Crossett Company.

### J. W. Meeker Heads Bates Valve Bag Corporation

John W. Meeker, for many years with the United States Steel Corporation and more recently general manager of the Cyclone Fence Company, Waukegan, Ill., has been made president of the Bates Valve Bag Corporation, Chicago.

### Office Partition Account to Ajax Agency

The Improved Office Partition Company, Elmhurst, Long Island, N. Y., manufacturer of Telesco office partition and Flaimproof lumber, has appointed the Ajax Advertising Agency, Inc., New York, to direct its advertising account.

### F. P. Choate with Murray Rubber Company

F. P. Choate, formerly director of the automobile tire and accessory departments of Sears, Roebuck & Company, has joined the Murray Rubber Company, Trenton, N. J., as vice-president. He will have charge of sales.

### Lumber Manufacturers Appoint Two Agencies

The National Lumber Manufacturers' Association has appointed Wood Advertising, Inc., New York, and Williams & Cunyningham, Inc., Chicago advertising agency, to jointly direct its advertising account.

# A New Opportunity to Buy

*Educational Advertising Company announces its  
George Peabody College for Teachers, Nashville*

## What One Advertiser Has Done With Advertising in School Books

In January, 1922, the United States Rubber Company placed its first contract for Advertising in School Books, and has continued to use this medium every year.

Inquiries from this form of advertising have come in consistently from the first, the response in September, 1926, one week after schools had opened, causing special comment.

The company has stated that it believes that the child who sees Keds advertising day after day during the years when he is at school will tend to be a lifelong customer.

*The United States Rubber Company are the makers of Keds, the famous rubber-soled, canvas top footwear. They discovered that children either controlled or influenced a large part of Keds sales, and so they bent their copy appeal accordingly, and used School Books as one means of reaching this ever-new market.*

For the past five years all of the available space **INSIDE** School Books has been contracted for by practically the same advertisers. A few of the advertisers who have been with us year after year are:

Calumet Baking Powder Co.  
The Jell-O Company, Inc.

U. S. Rubber Co.  
H. J. Heinz Co.

Their consistent use of School Books for advertising is the highest type of testimony one could desire.



# EDUCATIONAL

55 West 42nd Street

# School Book Advertising

Appointment as exclusive representative of the  
Penn., to handle sale of advertising space on

## PEABODY BOOK COVERS

**T**HROUGH the cooperation of 30,000 alumni of the George Peabody College for Teachers holding executive positions in public schools throughout the country, nation-wide distribution rights for 6,800,000 patented school book covers have been secured for the school year, September, 1927, to June, 1928. (Advertising forms open till Aug. 10).

All or any part of these 6,800,000 covers are now offered to advertisers at rates remarkably low considering

**Quality of Circulation:** The cream of the juvenile market is included—boys and girls from 6 to 17, a highly impressionable group, wielding tremendous purchasing power, either directly or through influence on the family purse.

**Selectivity:** The advertiser can pick exactly the States he desires and thus avoid paying for any waste circulation.

**Long Life of Advertisement:** Advertisements on book covers are in active use over a nine month period. They are seen by students at least twice daily and taken into the home almost every day. Contrast this with life and activity of average magazine advertisement.

*To those Advertisers and Advertising Agencies who see in Peabody Book Covers the answer to their problem of how to reach the juvenile market most effectively at the least cost, we will gladly send a representative or write explaining in detail the rates, how circulation is checked, duplication avoided, and other matters concerning this unique opportunity. Write, or phone Chickering 5657.*

# ADVERTISING CO.

New York City

INC.



# Your Rival's Star Salesman May Be Only a Nine-Day Wonder

That Is Why It Is Always Dangerous to Hire Star Salesmen Away from Competitors

By A. H. Deute

**W**HETHER it is ethically right or not, the fact remains that there are always some sales managers who are willing to hire a star man away from a competitor. Also, there are always men with worth-while records who want to show these records to a competitor's sales manager and get a job on the strength of the showing.

There are all sorts of ways of soothing one's conscience if the sales manager wants to be ethical and still steal a man from a rival. The most common and just about the most annoying way is for the sales manager to get together with the competitor's man he wants to hire. And then the statement is made: "Of course, I wouldn't take a man away from a competitor. But any time that you are actually through with your present job, any time you are free to come and talk to me, I'll be glad to sit down and talk to you. But while you are in their employ I really couldn't close a deal with you. So we'll let it ride just as it is."

Then, the next day, the salesman sends in his resignation to his present employer, drops in on his prospective employer and says: "Well, I've quit my job. I'm now out of a job and looking for a new connection!"

If the sales manager is exceedingly cautious, he says: "Sit down and write me a letter to that effect. Then I'll talk things over."

They talk things over and the deal is on.

The story is told of one sales manager who let a man quit his job with a competitor, having made him many general, though somewhat vague, promises, and then took him on but, "for the time being," assigned him to a distant territory. He kept him out there for a year. All the time that salesman was anxious to get back

to the territory where he felt he had friends. At the end of the year, the salesman insisted on either having that territory or quitting. The house let him quit. He found out afterward that all it was really trying to do was get him out of his original territory so the company's own man would have a better chance to build it up.

I have heard of a paint salesman in the West who was flirting with a competing house for a job. He got a bona fide proposition—got it in writing—and then went to his employer for the purpose of extracting an advance in salary.

His employer was in a dilemma. The salary requested was really prohibitive. But the salesman had certain accounts which he really did control. The owner of the business knew that the competitor actually could not afford to pay what he had offered, but he knew, too, that he probably would do so for a while. It appeared as though his competitor was merely trying to get his hands on those particular accounts. It was plainly a very good example of highly unethical competition. The employer saw himself being held up. If he kept the man, he'd have to pay him more than he was worth. If he let him go, certain valuable business would be practically sure to leave.

## A HOLD-UP SCHEME

The employer, therefore, also went into the jockeying and strategy business. He took the matter under advisement. He told his man he wanted a month to think it over. The salesman agreed. As a matter of fact, he did not want to change jobs. He wasn't so very sure as to just how much business he really could take away. What he wanted was a big advance in salary, whether he deserved it or



not, and he was using the competitor in his hold-up scheme.

At the end of the month employer and salesman sat down and fought out a compromise settlement, the best the employer could do for the moment and hold his man. But the employer was fully alive to the sort of man with whom he was dealing. The salesman, however, did not realize that he was doing business with an equally shrewd man.

It so happened, however, that during the next few months this owner developed the habit of making numerous little trips and getting personally acquainted with various key dealers. These dealers were encouraged to drop into the office of that business and get acquainted with "the house." Gradually, the salesman was losing what had seemed to be a strangle hold on those customers.

The customers were becoming house customers even before the salesman realized it. And when he realized it, there was nothing more to be done. The lengths to which things had progressed dawned upon him one day when he found out that his employer had told one of his accounts that the salesman had "held him up for a big salary advance under the threat of stealing the business." A week later that salesman was out of a job. He was told that no doubt he could find employment readily with the competitor of whom he had spoken some time ago.

I have wandered around somewhat in the ins and outs of this subject of hiring competitors' salesmen, because there is such a great difference between the outward aspects of getting a good man with experience and knowledge of the territory and the actual inside aspects of the thing.

Leaving out the moral and ethics of the whole business, there is a grave question whether even one time in five or six a competitor's man makes good when he is lured away.

Even though he comes with perfectly sincere motives, there are many things which work against his success. In the first place, if

he really has been completely sold on the old line, he cannot feel the same way toward the new one. Especially does this assert itself if he goes to work for the new line in the same territory in which he sold the former line.

The average salesman is not a highly logical, matter-of-fact individual. He is bound to be more or less emotional. Sentiment is a big part of the job. If a salesman really becomes a part of one house and of one line, he cannot go to work next Monday morning for a competitor and work with the same degree of sincerity.

He may leave his old house in a fit of anger and, full of malice and hatred for the old boss, he may plunge in head first with the new house, determined to "show up the old crowd." But that does not last long. The salesman who tries to work along such negative lines soon plays out.

#### HARD TO FORGET THE PAST

For some reason or other, after a salesman has been a while with the new house, he forgets many, if not all, of the unpleasant things about his former connection. On the other hand, the particular advantages and good points of the old line stand out prominently in his mind. As little disagreeable things occur, and they are bound to occur on any job, the "good old days" at the other house come to mind. He finds it hard really to be a part of the new house. His mind dwells in the past and he compares everything with the way things used to be when he sold the other line.

He becomes one of those men who say or think: "Now, when I was with So-and-So—" He fails to come up to expectations. He does not do as well for the new house as for the old one.

Then there is the viewpoint of the house. The star hired from another house is almost bound to fall short of what was expected of him, simply because, after all, he is a human being and the men who hired him are human.

When he was working for the other house, they saw only his good points. He seemed to be

# Quickest

## *Distance between two points*

"Conservation of Time" is needed by men in every department of business in the New York Market. "How long will it take to get there?" has replaced the question "How far away is his place of business?" Distance is just one of the many things now measured in terms of time.

Time is of paramount importance in building up distribution in this great labyrinth of streets called "New York" . . . this huge jumble of neighborhoods where countless communities depend for their supplies upon merchants well known to each section but buried to the world at large.

The cost of reaching these thousand and one destinations is a matter of time . . . time that can be saved by specialized, intimate knowledge of routes with the least traffic resistance, routes taking shortcuts, routes pre-de-

termined by traffic experts.

Bush Traffic Experts have charted the New York area into six zones. Each zone has been studied, its arteries of travel analyzed, the one quickest way found for reaching any given destination. These routes of the Bush Trucks mark the lines of least traffic resistance . . . the quickest distance between any two points.

Six fleets of Bush Trucks service these six great zones . . . each zone an open book to the Bush servicemen, trained and guided by traffic experts to make their daily rounds with the precision of clockwork. These Bush Trucks thread their way from point to point, follow carefully plotted orders checked and rechecked by the Bush Traffic Department . . . so that all Bush-serviced merchandise will arrive on time.

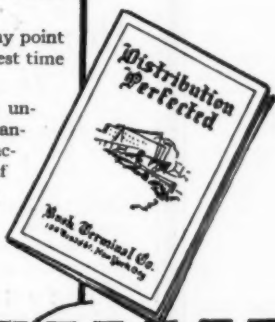
**BUSH TERMINAL**  
**Distribution Service**  
**New York**

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## BUSH DISTRIBUTION SERVICE

1. Freight cars taken over from any railroad and carefully unloaded at Bush Terminal and merchandise placed in special service rooms.
2. Merchandise checked and entered on inventory forms and duplicates issued. Shortages, damages and other irregularities immediately reported.
3. Special inspection of merchandise involving unpacking and repacking.
4. Immediate release of merchandise upon delivery instructions seven copies of each order being issued for efficiency.
5. Automatic stock records posted for withdrawal of each unit of merchandise . . . and monthly summaries issued of total withdrawals and stocks on hand.
6. Delivery of merchandise to any point in Greater New York in shortest time possible.
7. Open Stock Service includes unpacking cases, stocking merchandise in special compartments according to size, style and type of product, and assembling merchandise for assorted orders.

We would like to send you a more complete story of Bush Services. Fill out the coupon below and we will mail you a free copy of an interesting booklet, "Distribution Perfected."



Co.

Bush Terminal Company  
Distribution Service—Dept. H-3  
100 Broad St., New York

You may send me, without obligation, your booklet, "Distribution Perfected."

Name .....

Firm .....

Street .....

City ..... State .....



Advertised  
*regularly* in  
Child Life

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## SANTA FE

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FOR the 6th year the Stack Advertising Agency, Inc., is using Child Life for the Atchison, Topeka and Santa Fe Railway Company's advertising.

For advertising *any* service or product that family people buy, there is no finer magazine published.

*Have you a product  
that families buy?  
... this rich responsible market  
is waiting!*

Child Life has a 100% family circulation—is read by more than 650,000 people monthly—150,000 families. Analysis shows 4.4 readers per copy—2 adults, 2.4 children.

These families all enjoy good incomes, higher by far than the average. Their limitless needs are covered in *quantity* and *quality* purchases—millions of dollars monthly.

Child Life can materially aid *your* selling.

Write for complete information to Rand McNally & Company, Chicago.

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## CHILD LIFE

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Rand McNally & Company—Publishers

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the man who was always getting the coveted order. They did not stop to think that they themselves got many an order—oftentimes got orders away from that man himself. But when an order was lost to him it made a great impression upon them. Many a time when orders might have even gone elsewhere, that star was given credit for getting them.

I used to know a candy salesman who month after month brought in great quantities of orders. He was an unusually successful salesman. Then he began to get offers from a competing house. This competing house was a new house in the territory. It wanted to get hold of some ready-made men.

It got hold of this salesman and promised him some wonderful things. Finally he changed jobs. There was no hold-up about it. He simply resigned and went to work for the other house.

But he failed to bring in the business as he had brought it in. He seemed to be unable to get started. It was after he had been working manfully for over a year on the new job that I met him one day and he told me about his troubles.

"I've worked it out in my own mind," he explained. "I've got to really believe in a piece of goods before I can sell it. And I can't just get myself sold on this line. Not that it isn't a good line. But there is this difference. In the old factory, the superintendent in charge of production was a great friend of mine. Every Saturday when I came into the plant, I'd visit with him for an hour or so. Maybe we'd go to lunch together. In any event, we would wander around the plant. He would have something very interesting to tell me about this or that article. I'd tell him I was having a hard time selling a certain item. He'd stop and tell me a lot of interesting things about that product. He'd get me all excited about it. The following week, I'd be anxious to get out to the trade to tell them about that piece. I'd have a box of samples along with me and I'd do a big business.

"In this present job, though, there is nobody for me to hob-nob with. There is no place for me to go to charge my batteries. I come in. Turn in my orders. Get a few samples. Listen to a prodding by the boss. Talk things over with the credit man. I don't get going."

There was much in what that man said. He was successful with one house because of certain internal house conditions. That same man failed to do as well with a competing house because those conditions were absent. That is why it is so hard to say that a good man, brought from a competitor, will prove equally valuable in the new job.

Then there is another side to it: The whole house expects the newcomer to come in and burn things up. He is expected to bring in all sorts of business. The man, himself, wants to come in under most auspicious circumstances. He is very anxious to make his first week, or his first month, a great success.

But not once in a hundred times do things turn out that way. There are the natural, normal delays in getting started. He has difficulty here and there. The very dealers from whom he expected to get his biggest orders are out of town or heavily stocked. There doesn't appear to be any real reason for the low volume, yet the star, at the end of the month, finds himself far from the head of the list.

As his troubles pile upon him, he begins to think about how much nicer and how much pleasanter things were "when he was with So-and-So." And the eventual result is that another sales manager discovers that stars which twinkle brightly in the distance look rather dull when viewed from a close-up.

### Glidden Sales Establish New High Monthly Record

The Glidden Company, Cleveland, Jap-a-Lac varnish, paints, etc., reports May sales of \$2,838,288, a new high monthly record and an increase of \$68,000 over May, 1927. Net income for May, after all charges, was \$183,866, against \$177,868 for May last year.

# Why the Cleveland Baseball Club Doesn't Advertise

Major League Baseball People Are Convinced That They Cannot "Sell" a Second Division Team

By E. S. Barnard

President, The Cleveland Baseball Company

I HAVE carefully read Jesse F. Matteson's article in the June 23 issue of *PRINTERS' INK*, "Should Major League Baseball Clubs Advertise?" and, while I found it interesting, must frankly say that it is not convincing. My twenty-five years' experience with a major league baseball club has given me much the same attitude on this question that all baseball men seem to have.

Actual, practical experience of major league baseball people convinces all of us that the phrase "Nothing succeeds like success" was invented for the baseball business. Major league baseball people are reconciled to the fact that they cannot "sell" a second division club to their patrons and when they have a club of that kind they know from years of experience that they must spend much energy and money securing players of ability until the club is rehabilitated into a "contender" before they can hope to "sell" it.

There seems to be a lot of civic pride connected with a winning major league club, but there is a very distinct absence of civic sympathy with a losing club. Confidence in the integrity of the owners' intentions and tangible efforts to improve the losing club help somewhat in producing normal attendance for a second division club, but in the absence of such tangible effort no amount of advertising would produce results.

The major league clubs are also at a distinct disadvantage as compared with the ordinary merchant in the matter of buying advertising space. The ordinary buyer can select his mediums according to his own judgment, but if a major league baseball club decided to try out the theory of buying space in the newspapers, it would not be

possible to discriminate. Space would have to be purchased in all the local publications, regardless of whether they all possessed the same merit or not. Failure to do this would result in retaliation on the part of the newspapers discriminated against that would offset, to a great extent, any benefit that could possibly result in such advertising.

In conclusion, I might say that I have felt for some time that major league clubs do not take full advantage of the possibilities of their business from a publicity standpoint, but I am not prepared to admit that this question could be solved by the kind of newspaper advertising advocated in Mr. Matteson's article.

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## Death of Ralph Van Vechten

Ralph Van Vechten, president of the State Bank of Chicago, and one of the first bankers fully to appreciate the value of advertising, died last week at that city. He was sixty-five years old. He had been a prominent figure in Chicago finance for many years, starting in the banking business in 1880, after a short experience in newspaper work.

Mr. Van Vechten's ideas on advertising and merchandising matters have frequently appeared in *PRINTERS' INK* articles. The following paragraph, taken from an interview with him, sums up his views on the subject of advertising:

"A consistent and sufficient advertising program, conservatively and safely laid out to extend over a period long enough to gain the cumulative effect, is an essential part of the business-building program of anyone who realizes that advertising cannot yield its best when spasmodically applied."

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## Erla Radio Account for Glen Buck

The Electrical Research Laboratories, Chicago, manufacturers of Erla radio sets and equipment, have appointed The Glen Buck Company, Chicago advertising agency, to direct their advertising account.

# Now— Motion Pictures for Advertising *plus* Consumer Circulation

*An entirely new advertising service  
and medium, reaching millions, whose  
value is far greater than its cost.*

THE new Educational Service of Consolidated offers to Manufacturers, Railroads and Public Utility Corporations a service for the production of Commercial Motion Pictures *plus* their distribution to whatever group of consumers it may be desired to reach.

The creation and production of Commercial Motion Pictures that achieve real sales and advertising value for your product or service is only the first step in the proper use of this amazing new avenue to the public consciousness that modern schools call Visual Instruction.

Circulation for Motion Pictures as for newspapers or magazines is the most important factor in establishing their worth for the advertiser.

*We invite your inquiries regarding our service.  
No advance payments. No obligation.*



NEW YORK PLANT AND MAIN OFFICES

## Introducing CONSOLIDATED

The largest film laboratories in the world—6 operating plants—New York, New Jersey and California—with capacity of 600,000,000 feet of film per annum. Noted for the highest quality product and service by the leading firms in the Motion Picture Industry.



LONG ISLAND PLANT



PLANT NO. HOLLYWOOD, CAL.



PLANT NO. HOLLYWOOD

EDUCATIONAL SERVICE

**The CONSOLIDATED FILM INDUSTRIES, Inc.**

Long Island City, New York

# A Woman—On Women

Her Principal Contention Is That Too Much Advertising to Women Is  
Based on a Wrong Appeal

By Mrs. Bertha K. Landes

Mayor, Seattle, Wash.

THE first point which I desire to make in this discussion of woman and her needs from the advertising standpoint might well be my only point, for after all it is really the gist of the whole matter.

I believe that advertisers have carried in their minds wrong conceptions of woman and her mental reactions and therefore I am going to try to present her to you in a somewhat different light, believing that it will be to your advantage as well as to hers.

Woman is a reasoning, intelligent human being, capable of assimilating and correlating facts, able to arrive at sound conclusions, given proper data, and ever responsive to an opportunity for the bettering of conditions either in, or outside the house. Your line of attack in advertising to reach woman should be from the above angles rather than from the angle of her sex alone.

When it comes to a question of articles designed for a woman's personal use alone, then the idiosyncrasies of the female of the species may dictate the style of copy, but otherwise let other factors be the controlling ones—and not her sex.

Why feel that the appeal to the woman buyer must be made from the sentimental, the emotional or the subtle standpoint? Why not approach her as you would approach a man if conditions were reversed? If a man were the one to use a household labor-saving device, what would you tell him about it? How would you induce him to buy? You would show him its practicability and convenience. You would also attempt to show him his need of the article.

Exactly the same selling argu-

ments will convince a woman. Being intelligent human beings, women are no more likely than men to be hoodwinked by spacious words. The candid, straightforward statement of facts makes a stronger appeal than rhetorical flights of fancy.

It is true that women, in general, are better buyers than men, because of their long practice and their training. Here is a thought for study. It calls for your best when dealing with women. I believe also that women have been found to be, as a rule, more attentive to detail and more desirous of it than men are. Therefore, you have to give them more concrete facts, and more real information about your product, if you are to convince them of the merit of the article and persuade them to purchase.

## A CHALLENGE TO MANUFACTURERS

The training of our girls in schools and colleges along all lines of home economics is bringing about a condition of affairs which will be a challenge to the producer to advertise in the right way and to produce an article which is usable, worth while and that can stand the test. The women of the coming generation are being educated as to values, textures, suitability, types of construction, and all the requirements of modern life. They are going to be more critical of both the manufacturer and the advertiser than the woman of today. Probably they will make more demands.

The housewife has a right to ask that the merit of the article justify the advertisement. Otherwise, the advertiser is responsible for a great economic waste. If you advertise certain goods as fast color, for instance, and the housewife who purchases on the strength of your claims finds that

Extracts from a talk delivered at Portland, Oreg., on June 21 before the Pacific Coast Advertising Clubs Association.





## NEBRASKA'S BIGGEST WHEAT CROP IS BEING HARVESTED

**With an average of 30 bushels  
per acre commonly reported.**

Reports to the World-Herald from all sections of the state indicate that 1927 will be a banner year for Nebraska's farmers.

Crop conditions from pasture to wheat and corn are better than they have been in many years . . . for example, a ten years' average on Nebraska winter wheat is 74% while this year's general average will approximate 98½%. . . . It is estimated that this year's crop will be 80 million bushels as against 34 million last year.

Other crops too, in Nebraska will show vast increases. And with the marketing of these big crops and large herds of live stock at high prices will come a tremendous increase in the buying power of the people in this territory.

Prepare now to secure YOUR share of the increased business that is bound to follow when these big crops have reached the market. . . . Plan your sales message and deliver it to the people of this rich agricultural territory through the columns of Nebraska's Greatest Newspaper.

## THE OMAHA WORLD-HERALD

CIRCULATION, MAY 1927, 115,068 DAILY — 117,270 SUNDAY

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**O'MARA & ORMSBEE, INC.,**  
*National Representatives*

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

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## Farmers in Big Business

**F**ARMER members of the Dairymen's League Co-operative Association are accustomed to think and speak in terms of millions. The total yearly sales of the Association average around \$70,000,000. For 1926, the figure was \$71,910,098.47.

This vast business covers every step in distribution from hauling the milk from the farms to delivering it to city dealers both in New York and in other cities located in this milk-shed.

The books of the Association are audited by a committee of farmer-members. Its affairs are discussed at length at an annual meeting attended by representatives from the entire territory. Full reports are printed in the Dairymen's League News and studied in thousands of farm homes where the monthly milk check is the chief item of income.

These big-business farmers have buying power and the will to spend. Reach them through their own paper—the Dairymen's League News.

Sample Copy and Rate Card sent on request

The dairy farms of this territory are capable of supplying all fluid milk used in New York City.



## DAIRYMEN'S League NEWS

New York  
120 W. 42nd Street  
W. A. Schreyer, Bus. Mgr.  
Phone Wisconsin 6061

Chicago  
40 S. LaSalle Street  
John D. Ross  
Phone State 3652

the colors run, the economic waste is widespread. It is such occurrences which give color to the contention of some people that the advertising of the present day is a great economic waste and as such should be cut out. The remedy is easily found. Don't cut out the advertising but cut out fake statements.

Human beings cannot be averaged except along the most broad and general lines. I am talking to you now, not as an average woman, but as a woman. Any other woman whom you might ask to speak to you on this subject would have to speak as an individual, not as an average woman. What appeals to me, what I see in a certain advertisement, is not what my neighbor, living under practically the same conditions as myself, sees. We are both wives, both mothers, both home makers, we will say; but we do our work each in her own individual way. Each has her own particular preference, but we are after the same results. Therefore, you must have an article which will produce the desired results, in order to sell to either of us.

With that fact established, your understanding and appreciation of the individual temperament, methods of work, financial limitations, and various idiosyncrasies, will decide your success as an advertiser. Rather a large order you are doubtless thinking. True, but success also means a large order.

No one can cater to every woman's peculiarities. You must, however, study the home and its needs, the demands made on woman today and on her time and strength. Having done that, why not apply to advertisements for women the general principles of good advertising? Treat them as having at least a medium amount of intelligence. Demonstrate the product. Do not exaggerate, but stick to the truth. Make your appeal to the eye and the brain of the woman just as you do to the man, except that perhaps you can appeal to woman more than to man along the line of beauty and color. Even this is not certain. Some women appear to be deficient

in artistic sense, and some men are impressed by the artistic far more than by the practical.

Don't insult our intelligence. Don't tell us that the product which you are advertising is the best on the market. That merely proves that either you or the advertiser occupying the space next you is a falsifier, for he is claiming the same for his rival product. The woman is then quite likely to believe neither of you. Instead, tell the woman how and wherein your product best serves her need.

#### YOUR PRODUCT ISN'T A MAGIC LAMP

Don't try to convince us that your article is an Aladdin's lamp, that all we have to do is to rub it and some genii will appear and do the work while we sit idly by, play the piano or read and improve our minds. Tell us how much time and how much labor it will save us, but don't tell us that a washing machine takes care of the washing, a mangle does the ironing, a vacuum cleaner keeps the house clean, a patent dish-washer clears the table, washes and wipes the dishes and puts them away—that all one has to do in the morning is to turn a switch and breakfast is served while our lady, as well as friend husband, read the morning paper.

We women take off our hats to all these wonderful household helps. We extol the minds that invented them, and bless the advertisers who bring them to our notice, but we desire a clear, honest setting forth of facts, without exaggeration and without frills. I do, and I believe there is a sufficient number of women who think in the same manner to pay you to cater to us.

We must look to you for education in our buying. There is no other way for us to learn about the new things on the market. You have this field of education all to yourself. Here is an opportunity and a privilege as well as a duty. Women are today striving to run their homes as a business proposition, as a man runs his factory, his store, or his office. They want and need to be informed, and informed truthfully, as to new im-

provements and new methods. They want to know the why and the wherefore, and it is up to you to deliver the goods if results are to be obtained, either by the woman or by you.

The housewife may be interested in the kind of soap that is 99.9 per cent pure, but it is the definite detailed directions how to wash delicate fabric with a specified soap that make her yield to the urge to buy. She may realize that the same method of washing with almost any other good soap will give her similar results, but a sort of sporting instinct of fair play moves her to buy the soap advertised.

Likewise, the recipe for a toothsome dainty catches the housewife's eye and sells her the baking powder or the ham or the fruit recommended for its concoction. If housewives have any trait in common it is an eagerness for new recipes whereby to tickle the male palate.

The great majority of housewives are endeavoring to run their homes on a basis of economy. There is no such creature as an extravagant woman—in her own eyes. Therefore, advertisements that feature the savings effected by certain commodities, be they coal or foods or clothing, win thoughtful attention. Here again also, the housewife's own experience must demonstrate the feasibility and economy of the product.

Get the idea of the average woman out of your heads. Don't group us like so many cattle in a herd or sheep in a flock ready to follow the leader. If you must group us, and I realize that you must to a certain extent, group us along special lines.

The woman with servants, a decreasing tribe by the way, cannot be reached by the same line of advertising as the woman without servants, and legion is her name; the woman of leisure is not in dire need herself of certain household helps which the mother of a large family not only needs, but yearns for; the woman of wealth responds to the new and expensive product while her poorer sister

must be served along different lines. The luxuries of life, articles of personal adornment and the like, appeal to all women, but alas, some must turn a cold shoulder upon the most fascinating advertisements, for the necessities of life ought at least to come first.

Study your products, study your probable markets. Adapt your advertising to your group. Certainly the necessities of life have a common market appeal to us all. We all meet here on common ground, yet while one woman pores over the catalog pages of draperies and furnishings of the house beautiful, her sister is absorbing information on modern methods of canning. To one a rug is a creation of art, a study in tone, harmony and color. To the other it is nothing more or less than a covering and a protection for the floor, thereby serving a useful purpose. If you in your advertisement emphasize both its beauty and its serviceableness, you satisfy both women. One responds to the aesthetic appeal, the other to the utilitarian.

### H. J. C. Henderson Joins Fisher Body

H. J. C. Henderson, formerly sales manager of the Lincoln division of the Ford Motor Company, Detroit, has been made manager of sales and advertising of the Fisher Body Corporation, Detroit. This office has been created to promote more intensive co-operation between the sales and advertising activities of the company's customers.

### New Officers for Graver Corporation

W. F. Graver has been elected president and treasurer of the Graver Corporation, East Chicago, Ind., manufacturer of steel tanks, succeeding J. P. Graver, who becomes second vice-president. P. S. Graver is first vice-president; K. W. Bartlett, third vice-president and H. S. Graver, secretary.

### Transferred by American Car & Foundry Motors

Carl Abell, advertising manager of the American Car & Foundry Motors Company, Kent, Ohio, has been transferred to the Pacific Coast sales force. He will be succeeded by James J. McMahon, formerly of the sales promotion department of the International Motor Company.

O R E N   A R B O G U S T  
A D V E R T I S I N G

30 North Michigan Avenue

*Chicago*


---

Specializing  
in  
COPY

---

*Not dominating, startling copy, but  
copy that sees its task, knows the way to  
go, and knows the length of the journey*

---

F men understood the merit in the thing you sell, if many men believed in the integrity of your company, if buyers "felt" the aristocracy of the thing you make to sell, if its values were common knowledge and if they were accepted unquestionably, would you prosper? Would you like to be possessed with such conditions? Do you know that they can be bought? If you are worthy and if you deserve it, you can buy reputation, you can buy it and maintain it, as long as you wish. Copy can do it! Not dominating, startling copy, but copy that sees its task, knows the way to go, and knows the length of the journey. If you were liked and if you were understood and if an unreasoning preference existed for the things you sell—wouldn't that be priceless? Copy can do it! Don't let the locusts get the years that right copy can make profitable to you.

## Two-Minute Convention Reports

(Continued from page 36)

til theological and denominational differences are reconciled. Mr. Stidger was speaking before the Church Departmental.

Ministers were urged to join the membership of advertising clubs in order that they might avail themselves of counsel in the most effective ways to keep their churches in the public mind. "We must also learn to co-operate with the business men of our churches," continued the speaker, "for they are the men who do advertising, know its values and what budget is necessary to accomplish the task at hand."

An explanation of the principles of psychology as applied to church advertising was made in the address of Prof. Edward H. Gardner, University of Wisconsin. Other speakers on church advertising from various angles were: F. I. Carruthers, advertising manager, *Denver Post*, and Homer J. Buckley, of Buckley, Dement & Company, Chicago.

Charles Stelzle, New York, was re-elected president of the Church Departmental; Dr. Stidger was elected vice-president, as was also John Clyde Oswald, of New York. E. A. Hungerford was re-elected secretary. Edwin H. Beebe, assistant treasurer of the *Iron Age*, is treasurer.

W. Frank McClure, Dr. Stelzle, and Dr. Stidger are representatives on the Advertising Commission.

## Rotogravure Departmental Planned

Representatives of thirty-seven newspapers publishing rotogravure sections gathered at a breakfast meeting for the purpose of forming an association to develop rotogravure advertising and to improve methods of production. Walton Holmes, Jr., rotogravure manager of the *Denver Rocky Mountain News*, was elected temporary chairman of this group which, under the

name of the International Rotogravure Association, will apply for membership in the Advertising Commission.

J. H. Alexander, manager of the promotion department of the *Rocky Mountain News*, is secretary-treasurer.

The association plans to obtain the co-operation of the more than eighty newspapers in the United States and Canada now publishing rotogravure sections and to assist other newspapers in adding such sections.

## Screen Advertisers Report on Elections

Results of a poll by mail for election of officers of the Screen Advertisers Association were announced during the four sessions held by this group. All officers and members of the executive committee were re-elected. Those who continue in office are: Douglas D. Rothacker, Rothacker Industrial Films, Inc., Chicago, president; Otto Nelson, National Cash Register Company, Dayton, vice-president; A. V. Cauger, United Film Ad Service, Kansas City, vice-president, and Marie E. Goodenough, The Educational Screen, Chicago, secretary-treasurer.

Allen Brown, Bakelite Corporation, New York; R. S. Ritchey, United Film Ad Service, Kansas City, and Mr. Rothacker continue as members of the Advertising Commission.

Progress made in the development of short length reels as an advertising medium formed a topic which received considerable attention in committee reports and in an address by Mr. Cauger.

J. Don Alexander, of the Alexander Film Company, Denver, presided over the sessions.

## Thrift Agencies Have Common Enemy

That the blue sky stock promoter is the common enemy of all

*A Few Typical Advertisers*

PIERCE-ARROW  
NATIONAL CITY CO.  
ROGER & GALLET  
LORD & TAYLOR  
I. MILLER & SONS  
B. ALTMAN & CO.  
CRANE CO.  
GORHAM CO.

**THE LARGEST QUALITY CIRCULATION  
IN THE ENGLISH JEWISH FIELD**

The largest  
circulation, the  
*finest* circulation, and  
the lowest page rate  
per thousand. . . .

20,000 educated Jewish  
families of taste and refine-  
ment who know what they  
want and have the money to  
buy it. . . .

A Maximal rate of 17.92 as  
against 27.64—that of our  
nearest competitor.

A representative will show  
you how *your* product can  
be successfully and profitably  
merchandised in this fertile  
field, if you will call Lacka-  
wanna 2600 or write

## **Jewish Tribune**

570 Seventh Avenue  
New York City

Member, Audit Bureau of Circulations

DR. NEHEMIAH MOSESROHN  
Founder and Editor  
1903-1926

HERMAN BERNSTEIN  
DAVID N. MOSESROHN  
Editors

## An Interpretation of

# The Smokers' Companion

The National Monthly

for Men and Women

Editorially—a new idea in publishing. All types of people compose a family—here is a magazine for all of them. A cross section of ten leading (in circulation in their fields) magazines.

19 Millions  
A Cross Section

LIBERTY  
COSMOPOLITAN  
LITERARY DIGEST  
AMERICAN WEEKLY  
NATION'S BUSINESS  
PICTORIAL REVIEW  
ALL FICTION FIELD  
AMERICAN MERCURY  
ATLANTIC MONTHLY  
SATURDAY EVENING POST

"THE SMOKERS COMPANION" takes one typical article from each. From High-Brow to Low-Brow and from Finance to Baseball, etc. From Edwin Markham's articles on "What to Read" to popular short stories. Combining all the elements necessary to run the circulation into

millions. Combining the best features of these magazines with some original features of its own.

## CIRCULATION 19 MILLIONS

PRIMARILY FOUNDED FOR

Principle and Progress, for Rights and Righteousness, for Tolerance and Temperance and for Love of Liberty

### EXCLUSIVE TRADE MARK CAMPAIGN

The only magazine in America featuring the pictorial Trade Mark Syndicate drawings—George Ingraham Copyrighted 1927—a service that actually sells to the readers at a glance the various fundamentals involved in proving the value of the best-known Trade Mark Products—through pictures, parables, similes and logic. Advertise your trade mark products to readers that we have already prepared for the reception of your message. This is an invaluable aid to advertising.

Circulation figures of first issue (March): Print 100,000; Net Sale 70,000 remaining copies given away in Doctors, Dentists Offices, Barber Shops and Factory Buildings.  
*A frank confession but good circulation.*

GEORGE INGRAHAM, Business Manager

Murray Hill 5798—441 Lexington Ave., New York City—Vanderbilt 5456

AMERICA'S MOST POPULAR HOME MAGAZINE

Publishers—The Companion Publishing Company, Inc., New York City

Western Office—A. T. SEARS & SON, 122 South Michigan Ave., Chicago  
Harrison 8362



savings and investment institutions is well known and as such he should be made to face a greater combined fire through joint advertising. This opinion was expressed by C. B. Engle, of the International Trust Company, Denver, who was a speaker before a session of the Financial Advertisers Association.

The basic need, he declared, is for all the factors in the thrift movement to realize their mutual interest and work together in fighting the common enemy. "All legitimate thrift agencies," Mr. Engle stated, "such as savings banks, building and loan associations, and life insurance companies, as well as investment houses, should be regarded as complimentary rather than competitive. If we can assist these other agencies in inculcating the thrift motif, we can be sure their patrons will graduate into bond buyers and gravitate to us."

C. H. Handerson, president of the association, spoke on the objectives of financial advertising. He recommended that financial institutions conduct two campaigns, one to the public reflecting the institution and another to the institution itself, reflecting the advertising of that institution to its personnel.

## Outdoor Advertising Development

Addresses were made before the Outdoor Advertising Association of America, by Burton Harrington, editor of *The Poster*, Chicago; Professor E. H. Gardner, of the University of Wisconsin; Don Mowry, of Madison, Wis.; Joe Mitchell Chapple, of Boston, and Sir William Veno, of Manchester, England.

"The developments in this business," said C. B. Lovell, of Chicago, secretary of The Outdoor Advertising Association, "are such that last year we asked that every panel throughout the country be rebuilt according to new standards of practice. We asked that these things be done within a period of four or five years, and we literally asked 16,000 cities and

towns to throw back the profits of the next four or five years into the outdoor advertising industry that it might rank where it belongs. The time has come when every form of advertising must realize that it can perform some function for an advertiser better than any other medium, and that all these mediums together, make a component whole and bring back to the advertiser full value for his advertising."

## Who Foots the Advertising Bill?

Who pays for advertising?

Not the advertiser, nor the consumer, but the non-advertiser, Rhey T. Snodgrass, advertising director of the Minneapolis *Journal*, told the Association of Newspaper Advertising Executives.

Arthur H. Ogle, secretary-treasurer of the Association of National Advertisers, cited "four major subjects" upon which his organization is laying emphasis, as a result of a recent questionnaire to newspaper publishers. Mr. Ogle's talk appears in part elsewhere in this issue.

William E. Donahue, manager of local display advertising for the Chicago *Tribune*, took up the question of retail store advancement and the growth of the chain store.

"Service in retail stores is at its lowest ebb," he pointed out. "Merchandisers are fooled by the notion that over-production by American manufacturers has made goods so cheap anyone will buy.

"The result is indifferent advertising and more indifferent salespeople. The miracle is that anyone buys at all."

As is usual in this departmental, much of the discussion was informal and the speeches extemporaneous. The meeting was well attended.

Harvey R. Young, advertising director of the Columbus *Dispatch*, was elected president of the association. John F. Tims, Jr., business manager of the New Orleans *Times-Picayune*, was elected vice-

president, and Don Bridge, manager of merchandising and national advertising of the *Indianapolis News*, was appointed secretary-treasurer.

## The Advertiser's Obligation to His Printer

While advertisers have much to expect from their printers, the fact must not be overlooked that printers can perform their work better when advertisers discharge obligations which they rightfully owe to those who are faced with the task of giving concrete form to their ideas. Gordon W. Kingsbury, advertising director, Kelvinator, Inc., Detroit, emphasized this point before a meeting of the Graphic Arts Departmental.

Loyalty to the printer, he said, is as essential as loyalty from him and the first move should come from the customer. When the work of the printer evinces keen understanding of the problems of the advertiser, it will be found highly profitable to stimulate this tie-up with a show of friendly interest on the part of the advertiser.

The meeting, which was presided over by John Clyde Oswald, then turned to a discussion on what to expect from printers. Mr. Hastings first specified financial ability. A printer who can not make money for himself, he said, cannot make money for his advertising customer. Craftsmanship was the second point he specified and third, the matter of service.

Clinton F. Berry, assistant vice-president, Union Trust Company, Detroit, spoke on the part which printing plays in financial advertising. His speech, in part, was reported in last week's issue.

## Reduce Advertising Waste, Asks Retailer

"The real goal of advertising today is, by a proper study of results, to reduce the waste," de-

clared Jerome K. Sterne, general merchandising manager, the May Company, Denver, in a talk before the Associated Retail Advertisers.

Mr. Sterne stressed the fact that much advertising waste is not to be laid at the door of advertising, but of advertising follow-up. Too often buyers do not follow through. Retail salespeople are not informed. The display tie-up is poor. But whose responsibility is this if not the merchants? This subject is coming in for much discussion and considerable correction in a limited number of stores; but in most stores it is the greatest field today for merchandise promotion.

"There is waste, too," he said, "in merchandising blindness or stubbornness, or call it what you will. What I mean is the practice of trying to sell the public what the public does not want. No one, so far as I know, has yet been successful in going against the tide of demand. The practice is an insult to public intelligence. Slow moving stocks, buyers' mistakes, and merchandising pets should find some other way out."

J. R. Ozanne, advertising manager of Carson, Pirie, Scott & Co., wholesale, Chicago, in following the same general line of argument, said:

"We can't make over these folks behind the counter but we can get them into a condition where they have a few more facts about the goods and where they are enthusiastic about passing them out and where they are interested in making the place look a little better. We can keep them from being alibi shooters."

R. M. Wright, advertising manager of Scruggs-Vandervoort-Barney, St. Louis, in discussing newspaper advertising, said: "It can have a much longer life than one day if it tells an interesting story about the store and the merchandise, with a minimum of price appeal. During the spring season we conducted a style campaign, featuring 'The Style Store of Saint Louis.' We believe the advertisements were of considerably more than temporary value to the store. There was no price appeal used

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**Can you address  
a mailing list  
of 100,000  
for less than \$10<sup>00</sup>  
with your  
present equipment?**

**A**DDRESSING is not the least important expense of modern business. Mailing lists are constantly growing, more mailings are being made each year. To insure profits it is vitally important that addressing efficiency be kept high and costs low.

Advertisers and publishers have discovered a new source of profit from mailings through the use of Pollard-Alling Automatic Addressers. They have found that the Pollard-Alling System is the fastest made—and because it is the fastest it reduces expense to a minimum.

Addressing costs not to exceed 10c per 1000 names with

Pollard-Alling Automatic Equipment. Embossing of plates including the cost of plates and hire of an operator at \$18.00 per week can be done for less than \$7.00 per thousand.

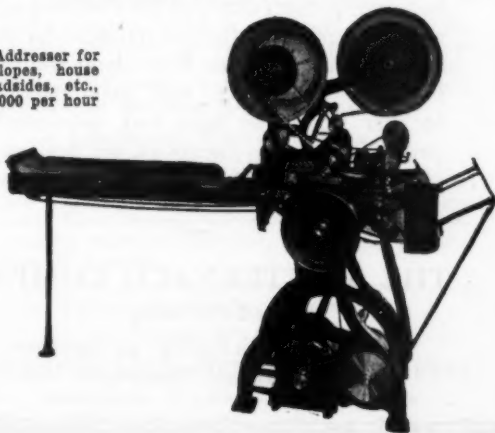
And the work is perfect—clean, clear, accurate. No matter what the quantity, no matter what the type of mailing there is Pollard-Alling Equipment specially designed to meet your requirements. Tell us what you need and we'll do the rest.

#### POLLARD-ALLING MANUFACTURING CO.

*Addressing, Mailing and Listing  
Machines*

226 West 19th St., New York City

Automatic Addresser for  
cards, envelopes, house  
organs, broadsides, etc.,  
capacity 15,000 per hour  
net.



the entire time in this campaign, although the price of each article was mentioned as a part of the story."

George B. Forristal was re-elected president of this group. He is connected with the Foley Brothers Drygoods Co. Houston, Tex. Other officers chosen are: David Lampe, Washington, first vice-president, Lucille Latham, Omaha, Nebr. second vice-president; and Milton Pandras, Dallas, Tex. secretary and treasurer.

### Theater Program Publishers Meet

During the two sessions which marked the annual meeting of the National Association of Theater Program Publishers, E. E. Brugh was elected to serve his sixth term as president. Mr. Brugh, who is president of the Clyde W. Riley Advertising System, Chicago, together with J. C. Chevalier, secre-

tary of the New York Theater Program Corporation, discussed the uses of theater program advertising and reviewed the progress of this medium through the year.

G. A. Wahlgreen, of the National Program Company, San Francisco, was elected vice-president and D. R. Mills, Mills Advertising Company, Omaha, secretary.

The following were elected directors: Richard Cohn, *The Playgoer*, Detroit; James G. Sprecher, Theater Program Advertising Company, Los Angeles, and Mr. Wahlgreen.

### H. M. Snow with Condé Nast

Homer Morgan Snow, recently with the H. S. Howland Advertising Agency, Inc., New York, has joined the promotion department of the Condé Nast Publications, Inc., New York. Prior to that, he conducted his own business.

### Serv-el Appoints H. W. Foulds

H. W. Foulds, advertising manager of The Serv-el Corporation, New York, has been appointed assistant to the president, Frank E. Smith.



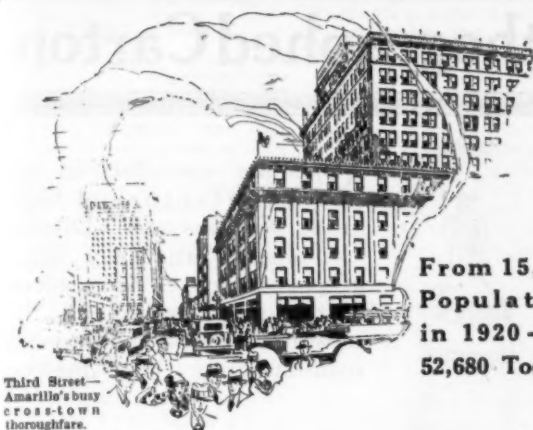
The production of a given advertisement is but an important detail of the rounded service we are prepared to furnish our near-by manufacturers in Central New England. The business experience our principals bring to bear upon the sales and merchandising problems of our clients is, we believe, our chiefest asset for those with whom we work.

## THE MANTERNACH COMPANY

*Advertising*

The Manternach Building · 55 Allyn Street

HARTFORD, CONNECTICUT



Third Street—  
Amarillo's busy  
cross-town  
thoroughfare.

**From 15,494  
Population  
in 1920 — to  
52,680 Today!**

# Amarillo

## Capital of The Rich Texas Panhandle

An empire overnight! 480 miles of new railroads—480,000 acres of proven oil lands—a productive agricultural domain as large as Ohio—America's largest natural gas field—and a half-million population increase in five years!

### **A Marvelous New Market Awaits The Wide-Awake Manufacturer**

The per capita wealth is startlingly high and the market probably the brightest spot west of the Mississippi today. A territory ripe for most manufacturers to start or increase sales and secure a tremendous advantage for years to come.

### **Intelligent, White Americans Easy To Reach**

One city and one newspaper dominate this great new empire. And with 90% of the population native born, literate, white Americans, good advertising copy in their daily paper will produce unusual response.

It costs nothing to investigate—for information on your particular opportunity, write to

*Norris Ewing, Asst. Gen'l Manager*

**Amarillo Globe-News, Amarillo, Texas**

**MORNING EVENING SUNDAY**

# Lithographed Cartons



WE are specialists in the manufacture of high-grade Cartons and Display Containers, artistically lithographed in rich, striking colors. Our clients are among the most important and prominent manufacturers in America.



Realizing, as you do, that the most superior goods are difficult to sell unless attractively packaged and properly displayed, it is suggested that you avail yourself of the skill and experience of our *Service Department*, which will furnish you—absolutely free and without obligation—ideas, dummies and estimates of special designs for your product. May we not work with you on your problem?



**[ Lithographed Folding  
Boxes, Labels, Window  
Display Advertising,  
Commercial Stationery ]**

## Brooks Bank Note Co.

Springfield, Mass.  
New York, Boston,  
Philadelphia

## Protecting Fictitious Personal Names

*Washington Bureau  
of PRINTERS' INK*

**Q**UESTIONS are frequently asked regarding the legal protection of such names as "Jim Henry," used by the Mennen Company; "Carrie Blanchard," Postum Cereal Company; "Mary Jean Hart," Igleheart Brothers, and many others. These names are familiar to many readers of advertisements, and while some of them are the names of individuals, many others represent entirely fictitious characters created to lend the interest and value of a personal signature to advertisements.

A recent inquiry comes from an official of a large advertising agency who states that he would like to protect such a name from infringement in behalf of a client, and asks:

"What can be done in the way of registering or copyrighting this name so that it can be protected as the possession of the client in question?"

It appears that nothing can be done by way of registration to protect the name for the particular purpose in which it is to be used. In other words, there is no Federal service that recognizes as property the name of a fictitious character when used to sign an advertisement.

For some time, the trade-mark division of the Patent Office accepted the registration of the names of fictitious characters used in newspaper comic strips. It was thought that these names were trade-marks, under the meaning of the law; but several recent decisions of the Patent Office indicate that this interpretation has been over-ruled. The office now holds that any proper name, to be registrable, must actually be used as a trade-mark on goods in interstate commerce, and must be written or printed in a particular, distinctive manner. Furthermore, the name must comply with the rules and provisions of the law regarding trade-mark registration. It is,

therefore, the distinctive manner in which a name is written that is registrable, and not the name itself.

Therefore, it is probable that the name which the inquirer mentions may be registrable if it is used on merchandise sold in interstate commerce, and if it is written or printed in a particular, distinctive manner. But in that case, every time the name was used as a signature to an advertisement, the advertiser would be required to print in connection with it the registration notice, and it is likely that the notice would largely destroy its personality value as a signature.

A recognized authority who was consulted regarding the subject said that he thought the best procedure in such a case was to establish it as the property of the user by repeated application in advertisements. From the time the name is first used, evidence of its adoption and use should be carefully preserved. Therefore, while the name is in no sense a trade-mark, the owner will be able to prove that he is using it in close association with the promotion of his business and to identify his product by means of his advertising.

While court decisions on questions of this kind are exceedingly scarce, the authority mentioned is of the opinion that the owner of a name which is fictitious and which he continually uses as a part of his advertising policy, could protect it against infringement under the common law. As the distribution and merchandising of goods has become more complicated, the courts, in unfair competition cases, have shown an increasing tendency to favor the first in the field and protect him against unfair infringement. Therefore, it is fairly certain that if a manufacturer built up a business by the use of a fictitious name in his advertising he would find the courts favorably disposed toward protecting his intangible property right to the name.

In a great many unfair competition cases the decisions have been

# Foreign Trade

## Varies in Meaning According to One's Interests:

Depends upon whether one is already in it—and how long. Or upon one's intent to go into it—what line.

There are stages of advancement—naturally.

Present tendency is to acquire branch units abroad—an advanced stage.

Still exports and imports grow daily and deserve support—a normal stage.

Improving matters through various arrangements with foreign competitors—an intermediary stage.

## In All of Which

Lawyers study the legal interests involved—necessarily.

Engineers appraise the technical factors—necessarily.

Economists analyze the economic background—necessarily.

Merchandising men calibrate the opportunities—necessarily.

Such is the practice in domestic trade.

Foreign trade requires no less attention—if it is to pay.

A many-sided field survey is the rational method.

The result is a report—complete, thorough, understandable.

*Preliminary consultation solicited*

## ARTHUR J. GREY

*Foreign Trade Consultant and Field Survey Specialist  
(Former American Trade Commissioner, Berlin)*

27 William Street, New York

Telephone: Hanover 4804  
Cable Address: Greyart

grounded on the proposition of misleading or deceiving the public. Therefore, if people were in the habit of using a name in their correspondence with a manufacturer, it is exceedingly likely that they would be deceived by the use of the same name by any competitive manufacturer.

## How about the Ear Muff Industry?

THE WILLHELM PRESS  
DUNELLEN, N. J.

Editor of PRINTERS' INK:

Do you know of any product or anything that is not represented by a publication? I am seeking some sort of a publication that is not already covered. Have you any suggestion and can you help me in any way?

THE WILLHELM PRESS,  
W. F. WILLHELM.

WE should like to help Mr. Willhelm out. For this purpose we have made a medium-size investigation and fear he will have more difficulty than he anticipates.

Vinegar, peanuts, amusement parks, rabbits and nuts are all represented by one or more publications. There seems to be no industry and few products unrepresented.

The great industry of matrimony, for example, has no less than six publications devoted to its interests which may help explain its continued popularity. Four publications take up the problems of nut culture, and six are concerned with the habits of rabbits.

The anthropologists have four papers. Amusement parks the same number, and the bee-keeping industry no less than ten.

EVEN ABYSSINIA IS REPRESENTED

In the foreign language field, some interesting facts strike the investigator searching a publication for our correspondent. Even Abyssinia is represented. The Jugoslavs have twenty-seven papers, the Dutch only sixteen. But the Czecho-Slovaks have seventy-two, the Italians 123 and the Spanish 145.

Things seem to be pretty well covered in every field of man's





**The Dakota Farmer**  
Aberdeen, S. D.  
W. C. Allen, Publisher

# DAKOTA HOME SERVICE

A cooperative educational campaign to awaken a larger appreciation of local communities. Dakota Home Service was conceived around the idea of Community Endeavor. The Slogan—"Everything I Want Is Here"—was adopted as an

expression of the thought that the Dakotas are an ideal place in which to make a home.

## The Retail Merchant

The merchant is interested in the benefits of advertising.

His interest is increased in the development and progress of his community and his farmer neighbors.

He is stimulated to better sales efforts and intensive follow up of his own and his manufacturers' advertising.

## The Farm Family

The entire family is interested in Community Endeavor.

The farm family is interested in the merchant as a source of daily service, an important factor in community progress,—a neighbor.

The farm family becomes a better customer in the local community and more appreciative of merchants' services.

## IMPORTANT FACTS

Dakota retail merchants pay for Dakota Home Service advertising at regular rates.

Dakota Home Service advertising appears exclusively in THE DAKOTA FARMER.

Every Dakota Home Service Merchant is a paid subscriber to THE DAKOTA FARMER.

THE DAKOTA FARMER serves more than 80,000 farm families twice a month—more than 33,000 in North Dakota and more than 42,000 in South Dakota.

It is obvious that a full appreciation, on the part of merchants and farm families, of the broader meaning of Convenience — Service — Progress — Quality — Economy can only react toward the establishment of an increasingly sound and active market in The Dakota Farmer Empire.



Merchants in All Lines of Trade are Back of Dakota Home Service.

More than 550 retail merchants, in more than 175 separate communities, are actively participating.

Full details regarding Dakota Home Service, will gladly be furnished by The Dakota Farmer, Aberdeen, S. D.

# "Everything I Want is Here!"

# WHO

## USES OUR SERVICE?

The Knapp Company  
Palmolive Soap Company  
Continental Casualty Company  
Williams Oil-O-Matic Company  
Orange Crush Company  
Drackett Chemical Company  
Stark Bros. Nurseries

And hundreds of other large organizations.

# WHY

## DO THEY USE OUR SERVICE?

Because it guarantees tremendous results. Here's what our clients say of it: Ditto, Inc.—"Getting wonderful results. Men and families enthusiastic."

Reliance State Bank—"Using your service in bond drive, we did 228% of quota. Greatest contest we ever staged."

D-A Lubricant Corp.—"Your contest has developed more interest than contemplated. First week results indicate that contest will run far above our most optimistic expectations."

Book House for Children—"Your Pickit & Winit service increased our business 32%. Will repeat."

# WHAT

## SORT OF SERVICE IS IT?

A service that secures larger volume, new prospects, new accounts, speeds up turnover and collections, opens new territory, stimulates house and distributors' salesmen, etc.

## THE ANSWER

### TO THESE BRIEF QUESTIONS

can be found in our booklet "Sales Contests." Every Executive interested in Sales should have a copy on file, for it contains very valuable information on Sales—Campaigns—Stimulation—Contests, etc.

**WRITE** for a copy of "Sales Contests" **TODAY.** It's free and implies no obligation.

## UPSCO.

Pickit and Winit Service

Executive Offices:

367 N. Michigan Avenue  
**CHICAGO**

needs both in food, clothing and amusement.

Yet, so far as we were able to find out, there is as yet no publication to represent the great, international ear muff industry. Here is a somewhat seasonal industry which might, if represented by a live, aggressive publication, be able to lengthen the season for the product, discover new uses and what not.

What with riveting in big cities, useless conversation, radio announcers who repeat seventy-six times the advertiser's name during the course of a half-hour program, and other disagreeable noises, there would seem to be a brilliant opportunity for this old industry, hurt so grievously by steam heat and the whims of fickle fashion, to stage a sensational comeback.

But except for this one outstanding exception we fail to find "any product or anything" not represented by a publication.—  
[Ed. PRINTERS' INK.]

### John Coode President of Retail Grocers

John Coode, Nashville, Tenn., was elected president of the National Retail Grocers' Association at its recent convention at Omaha, Nebr. Eugene Berthume, Superior, Wis., was made vice-president, and John F. Weideman, Kansas City, Mo., treasurer.

Walter J. Tyre was elected long term director, and Richard Jepson, Omaha, was chosen to fill the unexpired term of Mr. Berthume.

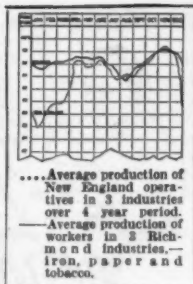
New Orleans was chosen as the convention city for 1928.

### Munsingwear Reports Net Income

The Munsingwear Corporation, Minneapolis, and subsidiaries, manufacturers of Munsingwear underwear and hosiery, report a net income for the six months ended May 31, 1927, of \$300,711, after charges and Federal taxes, against \$299,140 in the first half of the preceding fiscal year.

### J. A. Morris Joins the Autocar Company

J. A. Morris, recently owner of the Auto Trucking Agency, New York, has become assistant sales manager of the Autocar Company, Ardmore, Pa. He will be the traveling executive in charge of dealers and dealer sales.



## Why will the 1927 payrolls of one Richmond industry carry 5,000 more names than in 1925?

With factories dotting the map of the nation, the great tobacco companies are in a position to know where labor is most efficient and production costs are lowest. When increasing demand necessitated major plant expansion two years ago, they did not hesitate in selecting Richmond. They state that the deciding factor in locating these additions employing 5,000 workers, was the record of Richmond labor, maintained year after year, of the highest year-round level of production of any city in which they operate.

The reason behind this amazing record is not obscure. Science has proven that man's efficiency falls to a low ebb in extremely cold weather and extremely hot weather. The effect of the seasons on industry has been carefully studied over a period of years. The chart shown

here was made from actual production records. The New England curve represents the work of operatives in three different cities over a period of four years. It is reproduced by permission of the Yale University Press from "Climate and Civilization," by Ellsworth Huntington. The Richmond curve was made from the production records of five plants engaged in three lines of industry—iron, paper and tobacco.

Investigation will show you that the vital influence of climate on industry is no myth.

If you are interested in low production cost and quick cheap transportation to the richest section of the South and the greatest markets of the East, write

INDUSTRIAL DEPARTMENT,  
Richmond Chamber of Commerce,  
Box 103, Richmond, Va.

# RICHMOND VIRGINIA

AS FAR SOUTH AS YOU NEED GO FOR LABOR AND SOUTHERN DISTRIBUTION; AS FAR SOUTH AS YOU CAN GO FOR QUICK TRANSPORTATION NORTH BY RAIL AND WATER



Write for a free copy of "Joys of Living in Richmond" telling of recreational advantages for employer and employee.



Even in winter the fairways of Richmond's seven golf clubs are dotted with players and club verandas are a riot of color and life. There is "foursome weather" every month.



**Y**OU know your product has a market. You know the public will buy it if given a chance. But—the jobbers and retailers won't push it! They will fill orders but you must create the market. They cannot visualize the market as you see it, and refuse to put it on their shelves unless you establish demand.

There is a way out! **DIRECT SELLING!** Marketing goods direct from maker to user. If your product has merit, thousands of ambitious responsible men and women will talk, demonstrate and sell your product to the people who use it. They will work for you on a straight commission basis. They will give you national distribution quickly—distribution that *you* can control.

Thousands of manufacturers who were faced with jobber-dealer inertia have found the way to a big profitable business through **DIRECT SELLING**. Perhaps you can, too!

Check your product against the requirements listed at the right, then write us at once. Our representative will, without obligation, analyze your sales possibilities in this field and answer your questions.

**Advertising Agencies:** Send for copies of these magazines. Many of your clients can use them profitably.

### Does Your Product Meet These Requirements?

1. Can it be demonstrated before the prospects eyes?
2. Is it portable and the unit of retail sale not over \$10.00?
3. Is it a specialty, preferably not usually found in stores?
4. Is the retail price at least double the manufacturing cost?
5. Has your product unusual selling features which the salesman can stress in his selling talk?
6. Are you equipped to manufacture on a large enough scale to fill orders in great volume?

**Opportunity — Extra Money — Spare Time Money Making — Salesology — How to Sell**

**The DIRECT SELLING PUBLISHERS**  
*Two Million Professional Go-Getter Readers Every Month*  
**565 FIFTH AVENUE . . . NEW YORK**

## Co-ordination Needed in Window Display Work

Members of the International Association of Display Men Are Told That One of the Weaknesses of Window Displays Lies in the Failure to Tie in with the General Campaign

THERE is a general lack of knowledge on the part of the manufacturer as to just what the retailer requires in window displays, according to a report made by W. L. Stensgaard, of the Stewart-Warner Speedometer Corporation, at the annual convention of the International Association of Display Men, recently held at Detroit. Mr. Stensgaard is president of the association. His report summed up a survey involving 598 stores which had been made by the association under his direction.

An examination of photographs of displays submitted by 100 manufacturers showed that at least 95 per cent of the displays were unfit for reproduction because they lacked the qualities demanded by the average retailer. With but two or three exceptions, the manufacturers failed to realize what the dealer considers a good display.

Many demonstrations of how to build window displays, which made use of gas appliances, electric refrigerators, radio equipment, wearing apparel and other merchandise, were interspersed throughout the program. Joseph H. Marshall, of the National Retail Clothiers, gave a demonstration accompanied by a talk on "Linking Show Windows with National Advertising Campaigns."

Research activities, to be sponsored by the Display Men's association, which would help bring about a closer co-ordination of display advertising with other forms of advertising and merchandising, were advocated in a speech by C. K. Woodbridge, president of the International Advertising Association. He declared that such a study would greatly increase the

value and use of display advertising.

P. W. Warner, director of sales promotion and displays, of Berlite, Ltd., Sydney, Australia, said that an observation of American window displays indicated that 75 per cent of them were good-will builders, conveying an advertising idea as a background for the presentation of merchandise offerings.

"The National Advertiser's Interest in Modern Display," was discussed by C. C. Agate, managing director, the Window Display Advertising Association. Thomas Leslie, director of displays, Wilson Bros., Chicago, spoke on "How Display Enters into Our Merchandising Program." The members of the Dayton, Ohio, Display Men's Club put on a play called "Display Merchandising in One Act."

Mr. Stensgaard was re-elected president of the association. J. H. Everetts, of Davenport, Iowa was named first vice-president; L. L. Wilkens, Oklahoma City, second vice-president; H. W. Weaver, Detroit, third vice-president; L. A. Rogers, Chicago, secretary, and I. E. Ogg, Sharon, Pa., treasurer.

The next convention will be held at Toronto.

## W. C. Jones Heads Noleex Corporation

W. Covert Jones, formerly vice-president and general manager of the Boyce & Veeder Company, Inc., New York, has been appointed president of the Noleex Corporation, New York, capsule radiator cement. He had also been with the American Eveready Works, of the National Carbon Company.

## Outdoor Magazines Appoint C. B. Hull

Charles B. Hull, formerly with *Outdoor Recreation*, Chicago, has been appointed Western manager of the *National Sportsman and Hunting & Fishing*, Boston, with headquarters in Chicago.

## New Advertising Business at Washington

Paul L. Heller and Charles L. Munnerlyn, both with the Washington, D. C., *Post*, have started an advertising business at Washington, D. C., under the name of Heller-Munnerlyn Advertising.

When a newspaper has for many years carefully censored all the advertising that has appeared in its columns, of necessity it has built up a confidence among its readers that is invaluable to advertisers whose copy is acceptable.

## The York, Pa. Gazette and Daily

is such a newspaper,  
and it covers all of

## York County, Pa.

intensively and completely.

### Howland and Howland

National Representatives

NEW YORK  
393 Seventh Ave.

CHICAGO  
360 North Michigan Ave.

## How the Department Store Views National Advertising

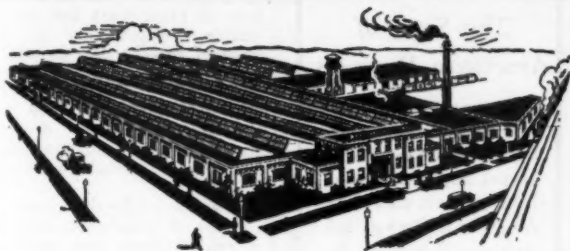
(Continued from page 8)

ment store that the future holds no danger for it due to lack of its control over his brand and his merchandise. Let his policy be of the sort that will make the department store confident that none of the difficulties mentioned previously will be met. With few exceptions, the national advertisers who are most firmly established with department stores have followed this policy.

The next thing is to begin treating department store distribution as a unique problem, different from that of the corner drug store. The advertiser should sell the buyer, merchandise man, advertising manager, even the copy writer on *his merchandise*. He should put more effort into that personal contact and personal selling that awaken the department store's representatives to the possibilities of his goods. He should furnish them with the information and the inspiration they want. He should get the people from the advertising office to visit his plant if he can—to let them get the inside story of his merchandise, and meet the men and women who are the inspiration of his business. If they are the right type they will inspire confidence and enthusiasm.

It seems to me that if I were the advertising manager of a product for which department stores were important outlets, I would look into the possibility of a traveler for department store inspiration alone. Someone who knew his merchandise but who was not just a salesman. Someone with tact, with personality, with enthusiasm and with an understanding of department store problems and methods. Perhaps this person could show little direct results, but if the advertiser's merchandise is being unjustly neglected by the promotion departments of department stores, this, in my opinion, is the most effective remedy.

Certain manufacturers have



**K**ABLE BROTHERS COMPANY, Mount Morris, Illinois, *specialists in publication printing*, announce the opening of a New York office at 1 Madison Avenue (Telephone Caledonia 1482), in charge of Mr. Arthur Tomalin, formerly managing editor of *Pictorial Review*. A Chicago office has been maintained at 38 S. Dearborn Street (Telephone Randolph 0813), for two years in charge of Mr. Stephen A. Woodruff, formerly publishing agent for the Moody Bible Institute. It has been found necessary to establish these two offices to keep in touch with our many customers and to accord prompt attention to inquiries.

For twenty-nine years Kable Brothers Company has specialized in publication printing. The 227 publications, most of them monthly, that we now print embrace the official organs of fraternal organizations, labor unions, agricultural associations, service clubs, religious societies, schools and colleges, house organs of various kinds, general magazines like *Outdoor Recreation*, *Outdoor Life*, *How to Sell*, *Poultry Tribune*, *Hunting and Fishing*, *National Sportsman*, *The Drama*, *Retail Furniture Selling*, and trade journals like *National Retail Lumber Dealer* and *Mutual Underwriter*. Our customers come from Boston, New York, Philadelphia, Washington, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee, St. Paul, St. Louis, Omaha, Denver, and scores of intermediate points—72 cities in all. We give them good printing, often better service than they get at home, comfortably lower printing costs, and the savings that result from a central point of distribution.



MR. WOODRUFF  
Chicago Representative

*Kable  
Brothers  
Company*

*Specializing in  
Publication  
Printing at*

**Mount Morris  
Illinois**



MR. TOMALIN  
New York Representative



No. 10

## The Story of American Business

Is told month by month  
in Scribner's Magazine  
by Alexander Dana  
Noyes, expert financial  
interpreter, dean of  
American financial  
writers. It is a fascin-  
ating story, and one  
that you should not  
allow yourself to miss.  
Buy the

**July**  
**SCRIBNER'S**  
**Magazine**

at the nearest news-stand

**UNDERWEAR**  
**HOSIERY**  
**UNDERWEAR**  
**HOSIERY**  
**UNDERWEAR**  
**HOSIERY**  
**UNDERWEAR**  
**HOSIERY**  
**UNDERWEAR**  
**HOSIERY**

*The*  
**Underwear & Hosiery**  
**Review**  
93 Worth St. New York

asked me what suggestion the department store that does not believe in price wars has for eliminating sharpshooting in which branded merchandise is used for a target. Well, I don't believe we know, except that it is not the Capper-Kelly Bill. There are, in the opinion of the department stores, too many fundamental mistakes and too much unfairness in that bill.

The most effective means that I know of is in choosing distributors, wholesale and retail, who are in sympathy with the advertiser's purposes and who have backbone enough to stand back of them even at the expense of losing a little business temporarily. If this policy is adhered to all along the line, I do not believe sharpshooting is going to be disastrous, even though it may at times be worrisome. Again, a personal representative of the caliber just suggested might be of great assistance.

### Advanced by Des Moines "Register" and "Tribune"

Hugh B. Lee will be made national advertising manager of the Des Moines, Iowa, *Register and Tribune-Capital*, on August 1, succeeding Martin M. Mauger, whose resignation is reported elsewhere in this issue. Mr. Lee has been with these papers as assistant national advertising manager for the last four years. Don W. Whitmer will succeed Mr. Lee as assistant national advertising manager.

### National Tea Company Sales

The National Tea Company reports sales for May, 1927, of \$4,412,867, against \$4,402,874 for May, 1926. Sales for the first five months of this year amounted to \$23,023,011, against \$22,141,923 for the corresponding months of last year.

### "Ruralett" a New Magazine

The first issue of *Ruralett*, a monthly magazine, will be published by the Allied Publishing Company, Richmond, Va., on August 1. It will appeal to the general reader. The page-size will be eight by eleven inches.

### S. Z. Oppenheim Joins "The Scholastic"

S. Z. Oppenheim, formerly advertising manager of the Wilkes-Barre, Pa., *Telegram*, has joined the advertising staff of *The Scholastic*, Pittsburgh, Pa.



# TWO NEW MEN



THOMAS ERWIN, *Art Director*

J. STIRLING GETCHELL, *Account Manager*



FRANK SEAMAN *Incorporated*

NEW YORK

*Announcing*  
*the consolidation of*  
**BENSON & GAMBLE**  
*and*  
**JOHNSON, READ & CO.**

*Effective*  
*July 1, 1927*

*A* UNION of two long established advertising agencies, one founded in 1909 and the other in 1915, both exponents of personal service rendered by principals.

This consolidation broadens the senior personnel, thus giving a more varied and resourceful service to clients.

PARTNERS

JOHN BENSON	CARL P. JOHNSON
T. S. GAMBLE	GEORGE H. READ

DEPARTMENT HEADS

Arthur T. Lewis, *Manager of Copy and Plans*  
Carl H. Jenkins, *Manager of Space and Contracts*  
Marshall W. Hill, *Manager of Mechanical Production*



**BENSON, GAMBLE, JOHNSON & READ**  
*General Advertising Agency*

222 WEST ADAMS STREET · CHICAGO

[ Charter Member of American Association of Advertising Agencies ]

NOTICE OF CHANGE OF ADDRESS: All publishers and those who are carrying the names of Benson & Gamble, 7 South Dearborn Street, Chicago, and Johnson, Read & Co., 202 South State Street, Chicago, should change their mailing lists to accord with the address above.

## National Newspaper Advertising Lineage Records

SECURITIES RESEARCH CORPORATION  
NEW YORK

Editor of PRINTERS' INK:

In the U. S. Department of Commerce "Survey of Current Business" I have noticed that you compile figures showing the amount of national advertising of various kinds appearing in newspapers of forty-four cities. I am interested in the amount of advertising of cigar, cigarette, and tobacco firms. Have you any figures on the amount of advertising done by the individual tobacco companies, the sum of which, make the figure shown in this series reported by you?

I will appreciate it if you will let me know if these figures on individual companies are available for my use.

ELSBETH E. FREUDENTHAL,  
Secretary

FOR over two years figures indicating the volume of national advertising carried in the newspapers of approximately forty-four cities have been published in PRINTERS' INK MONTHLY.

The lineage figures are presented so that one may see how much national advertising is being done in each city in any of the following classifications:

- Automobile Advertising.
- Automobile Accessories.
- Cigars, Cigarettes and Tobacco.
- Financial Advertising.
- Food, Groceries and Beverages.
- Hotels and Resorts.
- Household Furniture and Furnishings.
- Men's Clothing.
- Musical Instruments.
- Radio.
- Radio and Electrical.
- Railroads and Steamships.
- Shoes.
- Toilet Articles and Medical Preparations.
- Women's Wear.
- Miscellaneous.

For example, the "Cigars, Cigarettes and Tobacco" table will reveal the number of lines of national advertising published in forty-four markets. The names of the individual advertisers are not given. Such figures, however, can be obtained from the leading newspapers in any particular city.

The PRINTERS' INK MONTHLY Summary, because of its value as a barometer of general business conditions, is being reprinted in

Every advertiser  
can use the  
Journal to  
advantage.

A sweeping  
statement but  
investigate!

You'll want facts  
to substantiate.

We have them  
ready for you.

*The Journal is the only  
magazine of paid circula-  
tion with a complete  
coverage of every member  
bank of the American  
Bankers Association.*

## AMERICAN BANKERS ASSOCIATION JOURNAL

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers

ALDEN B. BAXTER, 110 East 42nd  
St., New York City

CHARLES H. RAVELL, 332 S. La  
Salle St., Chicago, Ill.

STANLEY IKERD, 129 W. 2nd St.,  
Los Angeles

(Member A. B. C.)

## You Pay for WASTE CIRCULATION

in reaching the  
CHURCH BUILDING

AND  
EQUIPPING  
FIELD

unless you use

**The EXPOSITOR**

*Church Building Trade Journal  
Since 1898*

Absolutely Restricted to the Buyer

"Undoubtedly the outstanding  
religious publication in America"

Sample—distribution—rates on request

**The EXPOSITOR**

JOS. M. RAMSEY, Manager and Editor  
710 Caxton Bldg., Cleveland, Ohio

The EXPOSITOR  
156 Fifth Ave.  
New York City

The EXPOSITOR  
37 So. Wabash Ave.  
Chicago, Ill.



**\$40,000,000.00  
Payroll**

makes prosperous 117,000 people  
who are kept constantly em-  
ployed in 125 major and 225  
smaller manufacturing plants  
with a capital investment of  
**\$129,000,000.00.**

**The PEORIA  
JOURNAL-TRANSCRIPT**  
Read in  
**4 out of 5 Homes**

Write for Merchandising Co-operation

CHAS. H. EDDY CO. Nat'l Representatives  
247 Park Ave. Wrigley Bldg.  
New York Chicago  
Old South Bldg., Boston

"Survey of Current Business," is-  
sued monthly by the United States  
Department of Commerce. This  
Government bulletin each month  
presents a picture of the business  
situation by giving index figures of  
conditions in various lines of trade  
and industry.—[Ed. PRINTERS' INK.]

### E. J. Finch Joins World Wide Advertising Corporation

Ellis J. Finch has joined the World  
Wide Advertising Corporation, New  
York, in an executive capacity. The  
business formerly conducted by Mr.  
Finch, the L. J. Finch Advertising  
Agency, Inc., New York, will be ab-  
sorbed by the World Wide company.

### E. J. Butler Advanced by Toledo Steel Products Company

E. J. Butler, for several years with  
the Toledo Steel Products Company,  
Toledo, Ohio, manufacturer of valves,  
has been made sales manager. F. H.  
White, recently sales manager, has  
been placed in charge of the Pacific  
Coast sales.

### Seattle Lumber Company Plans Alaskan Campaign

The Farrell Lumber Company, Seat-  
tle, Wash., has appointed the Daken  
Advertising Agency, Inc., of that city,  
to direct an advertising campaign in  
Alaska. Newspapers will be used.

### Wholesale Druggists to Meet at Atlantic City

The fifty-third annual convention of  
the National Wholesale Druggists' As-  
sociation will be held at Atlantic City,  
N. J., during the week of September  
25.

### Thompson Ross Appoints J. W. Wilder

John Watson Wilder, who for a num-  
ber of years has conducted a financial  
advertising agency at Chicago under  
his own name, has retired from the  
agency business to become vice-presi-  
dent in charge of advertising of Thomp-  
son Ross & Company, Chicago invest-  
ment bond house.

### W. F. Deveneau with Nash- ville Printing Business

Willard F. Deveneau, recently with  
James F. Newcomb & Company, Inc.,  
New York, has joined the Williams  
Printing Company, Nashville, Tenn.,  
as sales manager. He was formerly  
with the Reuben H. Donnelley Corpo-  
ration, New York.

## The Advertising Agent's Status When the Advertiser Fails

THE AMBRO COMPANY  
CEDAR RAPIDS, IOWA

Editor of PRINTERS' INK:

A year or so ago the writer noticed an article in PRINTERS' INK, written in answer to an inquiry by an advertising agency as to the status of its claim in the case of the failure of a client.

As I remember your article, you held that an agency placing advertising on the regular agency basis was an independent contractor and as such its claim had no priority over the claims of common creditors.

Can you advise me what decisions have been made in the case of an agency rendering individual advertising service on a monthly fee basis with reference to the priority of such claims in cases of bankruptcy? In the case in question the fee had been paid for several months prior to the insolvency and there remains an unpaid balance for three months' services.

Our claim is clearly for personal services rendered within ninety days but the trustee holds that ours is not a preferred claim and any information you can give us as to rulings in similar cases will be indeed appreciated.

THE AMBRO COMPANY,  
H. J. ROWE.

A NUMBER of articles have appeared in PRINTERS' INK on the general subject outlined in the first two paragraphs of the above letter. These articles, however, were concerned with an entirely different phase of the matter. They took up the question of "Who pays if the advertising agency fails?" Mr. Rowe wants light on "Where does an agency stand as a creditor when the advertiser fails?"

Even though we had all of the facts in this particular case in our hands, which we have not, we could not pretend to give legal advice on this question. The laws of a particular State on bankruptcy, the wording of the contract and too many other factors enter into such a matter for us to offer even a general opinion in a case of this type.

A case in which the question of the status of a claim for advertising arose will be found in the proceedings brought by two advertising agencies, the Green, Fulton, Cunningham Company and Power, Alexander & Jenkins against C. H. Wills & Company, then in bank-

ruptcy. One of the questions in that proceeding was whether or not advertising could be considered merchandise. This action was brought in the District Court of the United States, for the Eastern District of Michigan, Southern Division. A discussion of that case will be found in PRINTERS' INK of January 24, 1924, on page 57.—[Ed. PRINTERS' INK.]

## Industrial Equipment Manufacturers Combine Sales Forces

A complete amalgamation of the sales forces of the National Machinery Company, Tiffin, Ohio, and the Chambersburg Engineering Company, Chambersburg, Pa., has been effected. The National company makes forging machines and bolt and nut machinery. Forging and pressing machinery is manufactured by the Chambersburg organization. The unification of the two sales forces was inaugurated for the purpose of offering a complete service on related equipment. The two lines do not conflict, but augment each other.

## Simmons Profit Shows Big Gain

The Simmons Company, Chicago, manufacturer of beds and bedding, for the six months ended May 31, 1927, reports a profit of \$2,242,482, after charges but before Federal taxes, against a profit of \$1,451,182, before Federal taxes, for the corresponding period of last year.

Net sales for the six months ended May 31, 1927, were \$13,936,603, against \$14,120,061 for the corresponding period of 1926.

## Industrial Film Account for Hurja-Johnson-Huwen

The Atlas Educational Film Company, Oak Park, Ill., manufacturer of industrial films, has placed its advertising account with Hurja-Johnson-Huwen, Inc., Chicago advertising agency. Business publications will be used.

## President of Brown Boveri Electric Corporation Resigns

Laurence R. Wilder has resigned as president of the American Brown Boveri Electric Corporation, New York. He has been made chairman of the advisory committee of the shipbuilding division of the corporation.

## David Soule with New York "Journal of Commerce"

David Soule, formerly with the Progressive Grocer, New York, has joined the advertising staff of the New York Journal of Commerce.

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**

*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

**Chicago Office:** Illinois Merchants Bank Building, GOVE COMPTON, Manager.

**Atlanta Office:** 704 Walton Building, GEO. M. KOHN, Manager.

**St. Louis Office:** Syndicate Trust Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, Associate Editor  
BERNARD A. GRIMES, News Editor

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H. W. Marks

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
D. M. Hubbard  
Russell H. Barker

Washington: James True  
London: Thomas Russell

NEW YORK, JULY 7, 1927

**Labor Needs Management** Sixty thousand members of the Brotherhood of Locomotive Engineers will pay an assessment of \$5 a month for two years—and thereby hangs a tale of interest and importance to the country at large. It brings home in dramatic fashion the importance of management in business and emphasizes again the value of the work of the individual in these days of great organizations.

The story, briefly, is this.

Under the management of Warren S. Stone, former head of the Brotherhood, and a man of keen business sense, this organization of labor men had entered in a big way many fields formerly considered the sole territory of capital. Coal companies, trust companies, banks, office buildings, life insur-

ance companies and a large land development in Florida were acquired by this organization of labor men. More than a dozen different enterprises were organized and a definite policy of expansion was inaugurated. Economists, bankers, and others interested in the affairs of labor and capital watched this peaceful revolution with interest. Here was labor securing capital from its own members and competing on equal terms with other great aggregations of capital. Labor's representatives sat with feet under the table across from great captains of industry; they ran a coal mine and had an interesting argument during its management with the laborers there, who happened also to be union men. The coal mines lost money.

About a year ago Mr. Stone died, and a new president was elected. It is understood that the great land development at Venice in Florida was started against Stone's wishes. This enterprise was pushed forward until almost \$8,000,000 were poured into it. Some of the other enterprises prospered and some did not. A committee of inquiry was organized among the membership and began to check up on the various organizations controlled by the Union.

A few weeks before the annual convention, Thomas J. Mitten, of Philadelphia, was approached on the idea of handling the properties. Labor had come to the conclusion that it needed the guiding hand of experienced management. Mr. Mitten proposed two plans; one to take over and operate all the Brotherhood enterprises, the other to take over all except the banks. One of his plans bound the Brotherhood to do what it has now agreed to do—raise several millions in new capital by assessing its members. His plans, opposed by some of the committee, were withdrawn before a vote was taken. The committee instead will place the \$7,200,000 to be collected in the hands of a board of trustees which will manage all the enterprises. The Brotherhood bank, in spite of a shrinkage of almost \$3,000,000 in resources in the last fourteen

months, was found to be entirely sound, total resources being placed at \$24,248,252.

In discussing future plans D. G. Myers, Chairman of the Inquiry Committee said:

The bank will in future be run in the regular way. There will be no more theories, no more dreams. The bank is sound and capable of great development. Of the money collected much will go to protect the Brotherhood's investment in Venice, Florida. We believe in that property. It will take time to work it out.

The convention in session relieved President William B. Prenter of his duties as chief executive officer and designated a new man to serve in his place.

The whole story of the battle within the organization between somewhat visionary expansionists, without the executive ability of the late Warren S. Stone, and practical members who began to lose faith in the ability of their comrades to manage the huge sums in capital the organization had saved, puts management in its true position of highest importance.

Any amount of capital, no matter how great, can be wasted without the individual executive ability which knows how to use it. When poor management becomes evident, labor will turn for help to an outsider who has shown he knows how to manage. There is much in the present situation to indicate that the future of "the peaceful industrial revolution" lies along lines being worked out by such great organizations as the General Electric Company, rather than through the entrance of labor itself into a large variety of enterprises. The average workman has far more faith in the ability to manage successfully of a man like Owen D. Young, than in a committee of his own elected associates. He would far rather invest his savings in a well-managed company which sticks to its last, than to entrust it to men who are likely to enter businesses with which they are not familiar. Labor and capital are too often considered the prime factors in industry. More important than either is management.

### **The Relation of Calls to Sales**

In PRINTERS' INK MONTHLY for July, A. E. MacInnis, president, Power Plant Engineering Company, a large distributor of Williams Oil-O-Matic heaters, tells of his organization's experiences in a recent sales contest. After the contest had been completed, the company made some analyses which should be of unusual interest to sales executives.

The company found that 10.5 per cent of the sales were completed on the salesman's first call. This proves beyond doubt the value of trying to close the sale on the first call. Further investigation showed that 16 per cent of the sales were closed on the sixth to tenth calls, an excellent argument for continued plugging on the part of the salesmen, even if the sale cannot be consummated after the first two or three calls.

Another table prepared by Mr. MacInnis showed that 50 per cent of the sales were completed in the morning, 33 per cent in the afternoon and 17 per cent in the evening. Any experienced sales executive can write his own recommendations based on this table.

As a final check on the results of the contest, the company examined into the sources of prospects and found that by far the largest source was the canvass. In other words the way to get sales is to go out after them and not wait for them to come in through showroom calls, users' recommendations, etc.

The analyses made by Mr. MacInnis uncovered some interesting and thought-provoking facts which bear out the experiences of other sales executives. Such analyses are valuable when placed before any sales force since they prove in black and white a great many facts that salesmen are inclined to put down as mere theory.

### **Campaigns That Fail**

Advertising is too often grossly and unjustly charged with failure when it is in no way to blame. This is particularly true of campaigns based on false pre-

mises, hypotheses, supposed facts, surveys, or what you will.

It was not so long ago that a large manufacturer of a nationally advertised building material drew up a rosy prospectus of what was to be a magnificent advertising campaign. The agency was enthusiastic; the company's executives were enthusiastic; even the salesmen, cold exponents of new sales plans, were pepped up about it. It was to be an advertising *coup d'etat*. All this enthusiasm was generated in the office.

Someone had the unimportant after-thought of taking the plan to one of the company's more enlightened and progressive dealers. It might be well to get an opinion from the field on it. The advertising manager and the agency representative called on the dealer, who promptly proceeded to pick about six big-size holes in the plan. He showed that the dealers could not get behind it, that it would not meet the approval of building contractors, and pointed out the possibility of alienating the architects. The red-headed advertising manager and the agency man told him he didn't know what he was talking about, wasn't up to date, deliberately refused to see or listen further to the other side and left together in a huff. No further attempt was even made to ascertain how other dealers felt about it.

The advertising was run. It was a terrible flop. And just the things which the dealer had pointed out did happen!

Most campaigns that fail could be avoided by simply asking—and taking—a little advice from people who are on the ground and know. It is not fair to charge advertising with this annual wastage when a timely reconnaissance for facts and advice would forestall such ghastly blunders that shake confidence in all advertising, classing good with bad, and costing much money as well.

**"How Much Is It?"** A window display in Budd's Fifth Avenue Shop in New York on a Friday and Saturday recently attracted much

more than the usual amount of attention. The showing was one of linen crash ties, of universal design, priced at \$2. A careful check was kept on the number of people who stopped by the window, and this number was found to be more than double the usual figure.

Why?

Unobtrusively placed in the lower left-hand corner of the window was a price tag, neatly giving out the information that the store offered the ties at \$2 each. The window itself was attractive but this was no novelty. The price tag was the thing that made people stop—which forced the merchandise, as it were, into their buying consciousness.

Here are exemplified at least two important principles of advertising. One is the value of departing occasionally from the conventional. It is an infrequent occurrence for the Budd store to show price tags. This is done now and then when the firm has an exceptional offering. In such a case it creates sales because of its psychological effect.

The other principle is that no matter what class of trade a merchandiser may be trying to reach, his presentation lacks strength until he names the price. Regardless of buying power, people want to know how much things cost. This is as true of Fifth Avenue as it is of lower Halsted Street and even Maxwell Street in Chicago.

After all, what is advertising—window advertising or any other kind? It would seem to be more or less the simple process of describing or showing what one has to sell and telling how much he wants for it. Glowing rhetoric, glaring headlines and impassioned praise of the merchandise are only side issues after all. Sales are made in spite of these things rather than because of them.

### Advanced by Birmingham "News and Age-Herald"

William C. Gullahorn, for the last two years with the Birmingham, Ala. *News and Age-Herald*, has been made national advertising manager.



# Stocks & Bonds

## MUST EVENTUALLY BE SOLD TO THE INDIVIDUAL CONSUMER

**T**HE PHILADELPHIA INQUIRER offers a concentrated market to investment advertisers, as indicated by an analysis of Philadelphia's Income Tax Returns. A vast market of retail buyers of stocks and bonds is represented clearly by the 129,992 thrifty men and women in Philadelphia whose annual incomes range as high as \$5000.00 per year, plus the 21,162 people with incomes exceeding \$5000 annually—most of whom can be reached every day through The Inquirer. These are the consumers the brokers must reach; these are the buyers of \$100, \$200, \$1000 securities—and higher. They form your market—and The Philadelphia Inquirer is unquestionably their newspaper.

In the city and suburbs, where the greater portion of wealth is located, The Inquirer sells 123% MORE copies than the SECOND morning newspaper DAILY and 48% MORE copies than the SECOND SUNDAY newspaper.

Thus The Philadelphia Inquirer not only leads the morning field in total volume of circulation daily and Sunday, but concentrates the bulk of it where the greatest return per advertiser's dollar is assured.

*Pennsylvania's ONE Big Morning Paper*

## The Philadelphia Inquirer

### Branch Offices

NEW YORK  
285 Madison Ave.

CHICAGO  
Woodward & Kelly  
360 N. Michigan Ave.

SAN FRANCISCO  
610 Hearst Bldg.

# Advertising Club News

## S. P. Goodenough, President, Rochester Club

At a recent meeting of the Rochester, N. Y., Ad Club, Swayne P. Goodenough, manager of the Morgan Machine Works, Rochester, was elected president. Mr. Goodenough served last year as vice-president of the club.



S. P. GOODENOUGH

Walter M. Sackett was made vice-president and Charles A. Elwood was elected treasurer. The directors elected for a period of three years are: Ralph M. Barstow, Jack W. Speare and W. S. Hawkins.

Louis P. Willsea, retiring president of the club, received a testi-

monial from the members.

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## J. K. Owen, President of Dayton Club

J. K. Owen, of The National Cash Register Company, has been elected president of the Dayton, Ohio, Advertising Club. S. H. Lebensburger, of Lebensburger Advertising Counselors, was made vice-president; D. C. Hildebrecht, of the Dayton Power & Light Company, secretary; and W. C. Falknor, of the Gem City Building & Loan Association, treasurer.

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## Chicago Advertising Women Hold Open House

The Women's Advertising Club of Chicago held open house at the Congress Hotel recently for delegates from New York and other Eastern cities passing through Chicago en route to the Denver convention.

\*\*\*

## R. E. Grove Heads Pittsburgh Club

Robert E. Grove has been elected president of the Advertising Club of Pittsburgh. William H. McBride was made vice-president; Jesse A. Cullison, secretary, and E. G. J. Gratz, treasurer.

\*\*\*

## Baltimore Club to Occupy New Quarters

The Advertising Club of Baltimore, Md., will occupy quarters in the Emerson Hotel, after September 1. The club has had its headquarters in the Munsey Building for many years.

## "Combatting Selling Cost," Direct Mail Convention Theme

The theme of the tenth annual convention of the International Direct Mail Advertising Association, to be held at Chicago, from October 19 to 21, will be "Combatting the Rising Cost of Selling." The program will include four half-day sessions devoted to discussions on the general problem of reducing the cost of selling, with a full day's time for departmental meetings on the following subjects: Better letters, industrial advertising, house organ sales, house organ employees, retail advertising, financial advertising and advertising production.

Edward A. Collins, of the National Surety Company, New York, has been named chairman of the program committee. Other members of the committee are Tim Thrift, American Sales Book Company, Ltd., Elmira, N. Y., and Homer J. Buckley, of Buckley, Dement & Company, Chicago.

\*\*\*

## H. W. Steele Heads Houston Association

H. Wirt Steele, advertising manager of the Duncan Coffee Company, Inc., has been elected president of the Advertising Association of Houston, Tex. A. M. Cohen, advertising manager of the Houston *Post-Dispatch* was made vice-president and A. D. Collins, director of the Houston Better Business Bureau was re-elected secretary-treasurer.

The following were elected directors: J. B. Westover, Ray Goddard, George Bruce, and H. O. McCelvy.

\*\*\*

## National Advertising Commission to Meet at Boston

The National Advertising Commission will hold its fall meeting at Boston, in connection with the New England Advertising Clubs convention, on November 7 and 8.

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## St. Louis Advertising Golfers Meet

The Advertising Golf Association of St. Louis recently held the second tournament of the year at the Normandie Golf Club. Frank Mahon won first prize and John Ring, Jr., second.

\*\*\*

## Bridgeport Club Elects Directors

The Bridgeport, Conn., Advertising Club has elected Hollis S. Stevenson, Edwin J. Enoch, Charles H. Gregory, R. B. Davis and Miss Alma H. Munich as directors for the ensuing year.

\*\*\*

An outing will be held by the Pittsburgh, Pa., Advertising Club at the Alcoma Country Club on July 11.

## Irving Rothstein, President, Mail Advertising Association

Irving Rothstein, of the D. H. Ahrend Company, New York, was elected president of the Mail Advertising Service Association, at its recent meeting at the Advertising Club of New York. A. W. Hans, of A. W. Clarke & Company, was made vice-president; Mrs. Belle Stahl, of the Cosmo Letter Shop, Inc., treasurer, and Miss Hanna Terry, of the Beveridge Mail Service, Newark, N. J., secretary.

\* \* \*

## Rochester Club Holds Merchandise Golf Tournament

The Rochester, N. Y., Ad Club recently held its 1927 Merchandise Golf Tournament. Jesse B. Millham and Channing B. Lyon tied for the low gross score of 80, with C. Wesley Brown one stroke behind. C. W. Brown won the handicap event with a score of 64. Dr. E. W. Ruggles and John W. Wegman tied for second place with 65.

\* \* \*

## G. W. Smith Heads Allentown Club

George W. Smith, of L. F. Grammes & Sons, Inc., has been elected president of the Allentown, Pa., Advertising Club. O. C. Dorney, publicity director of the Penn Trust Company was made vice-president; Eugene J. Hazard, of the *Chronicle and News*, and Charles C. Curtis, of the *Call*, are secretary and treasurer, respectively.

\* \* \*

## Tulsa Club Backs Plan for Better Business Bureau

The Tulsa, Okla., Advertising Club has definitely taken steps to organize a Better Business Bureau in that city. A meeting of business men and publication representatives will be held shortly to draw up plans for financing a bureau.

\* \* \*

## New York Women's League Elects Chairmen

The following chairmen have been elected by the New York League of Advertising Women: Editor of "Advertising Women," Mary K. Falsey; educational, Bertha Becker; membership, Bernice Ormerod; publicity, Kathleen Goldsmith, and historian, Grace Forbes.

\* \* \*

## Walla Walla Club Elects Officers

The Walla Walla, Wash., Advertising Club has re-elected P. Clark as president. Arthur Ellis, of the Garden City Furniture Company, was made vice-president, and Carl Jakey, secretary-treasurer.

## "Advertising Helps Keep Customer from Cheating Himself"

"Advertising is helping to keep the customer from cheating himself, by informing him of the quality of goods sold, and the uses to which these goods can be put." Speaking before the Association of Yale Men in Advertising, New York, Earnest Elmo Calkins, president of Calkins & Holden, Inc., New York, stressed the favorable change which has come over business ethics during the last half century, and the benefits which the ultimate consumer has reaped. He particularly mentioned the constructive part played by advertising in bringing about this change.

Advertising, he went on to say, is rapidly discouraging the combative bargaining methods used forty years ago in every retail sale, and is substituting a definite price for each article. The fixed price gives the consumer a guarantee of its quality and a measuring rod for comparing one brand of goods with another.

There is also a favorable result on the advertiser, Mr. Calkins continued, in that it puts a responsibility on the manufacturer to maintain the quality of his goods, and a desire to build up the good-will of the buyer. By so doing, he is building confidence into the public and the knowledge that, when they purchase his article, they will not be cheated.

In this way, Mr. Calkins pointed out, business, by becoming interested in what the buyer thinks of its product, is bringing competitors together to stamp out fraud, and to standardize their products. The resulting combination of members of an industry can mean nothing but better feeling all around, and a favorable outcome for the consumer.

\* \* \*

## Alpha Delta Sigma Holds Regional Meeting

Alpha Delta Sigma, national advertising fraternity, held its first regional meeting of Pacific Coast chapters at Portland, Oreg., recently in conjunction with the twenty-fourth annual convention of the Pacific Coast Advertising Clubs Association. Forty-nine delegates from seven Pacific Coast colleges were in attendance at the meetings which were sponsored by the educational department of the association.

Among the speakers were Professor W. D. Moriarty, University of Southern California; Lloyd Spencer and Richard Milne, both of Seattle, and Richard Haller, of the Portland *Oregonian*.

## A. D. Palmer Advanced by New York Central System

A. D. Palmer, advertising manager of the New York Central Railroad Company, New York, has been made advertising manager of the New York Central System. He has been with the company for over twenty years.

# The Little Schoolmaster's Classroom

THE Class may have noticed an advertisement for Weed Levelizers wherein the ghostly picture of a man trying to ride a camel rises above a speeding motor car on a rough road, its painful vibrations neatly registered by the artist. "Did you ever ride a camel?" the headline questions, and a parallel is drawn with the bumpy road and the car not properly equipped to neutralize the jerky motion.

There is an interesting story based on this particular advertisement. Proofs of this advertisement were sent to all service stations where Weed Levelizers are sold. The suggestion was made that when a prospect came in to look at Levelizers the salesman casually bring up the subject of cigarettes. Would the prospect care for a "Camel"? And this would lead by an equally casual route to the magazine campaign.

"Speaking of camels," the salesman would remark, "did you see the latest Weed Levelizer advertisement, showing the man on a camel?"

By reading the advertisement to the prospect the salesman could bring up an argument and an illustration of practical selling value. It was a means of giving an advertisement longer life as well.

\* \* \*

A letter was received from a retailer friend the other day. Several advertisements clipped from one of the business papers he regularly reads were attached.

The communication was brief: "If I were really interested in any of the products featured in these advertisements, how could I make use of the tiny coupons to get the literature or samples offered?"

"Dunt esk" is about all that the Schoolmaster could say. He has cautioned members of the Class frequently on the coupon that irritates the one who wants to fill it out. One of the coupons was laid out in a triangle. The space allotted for the dealers' name was

just long enough for the name "John" or "Fred." When it came to inserting the street address, a dealer would have to exert himself to cramp in four figures. Two other coupons were in the same class.

The Schoolmaster can only repeat what he has said before. If you are going to use a coupon, provide sufficient space for proper filling in. If this cannot be done—don't use it!

\* \* \*

During the last year or two the Schoolmaster has asked many successful business executives what was the leading factor in their success. Almost without variation the answer has been that attainment has come to them because they were able to get and develop the right kind of men. Some have been frank or modest enough to declare that what they have accomplished is the direct result of being able to use what other men know.

The Schoolmaster wonders whether business men in general realize how much they can buy of what they do not know—how they can use the brains and ability of others to fill in their own deficiencies and to save the time that they would have to spend in learning certain things for themselves.

A case related by a Chicago certified public accountant comes to mind. One of this man's clients is the owner of a local chain of retail stores. He seems to be almost a magician when it comes to merchandising. He can go into a neighborhood where other stores have struggled along on starvation fare and be overwhelmingly successful from the start. He knows merchandise; he knows selling. He understands and uses advertising. But when it comes to figures his mind is almost a blank.

The accountant received a hurry-up call from him a couple of weeks ago. He was in great distress over the fact that he had \$20,000



### ***Building Manager Selects Materials for this Building***

Capt. M. W. McIntyre, building manager, is representing the building committee of the owners in the supervision of erection and selection of materials for the new Union Central Annex, Cincinnati, shown above. He has served in the same capacity on a number of buildings. You should include such men in your selling plans. **BUILDINGS AND BUILDING MANAGEMENT**, their business paper, will take your message to these important men every two weeks.

Send for a synopsis of this profitable field.



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

*Your consumer turnover* is more important than your labor turnover, your factory turnover or the turnover of your dealers' stocks.

How much lost business has to be replaced before you begin building your net increase?

And why was it lost—how can the losses be reduced?

You and your salesmen can only guess. An Eastman survey will bring you the facts from the consumers themselves.

## R. O. EASTMAN

*Incorporated*

7016 Euclid Avenue, Cleveland  
113 West 42nd Street, New York

## Advertising Executive

with  
*Experience Youth  
Initiative*

His first advertising work was as a free-lance copy-writer for a score of varied retail accounts. Next with a small agency he solicited, wrote, and handled semi-national accounts.

Then with one of the leading big agencies he was assistant to one of the principals in charge of production and assisting in client contact. Later he did effective work as account executive on important accounts.

At present with manufacturer in sales capacity, but desirous of opening where his advertising executive ability may be more fully utilized. Christian, 35, married, college graduate. Highest business and social references. Address "E," Box 210, Printers' Ink.

in notes to pay next day and did not have the money in sight. He thought he had plenty of money but his bank balance showed only about \$12,000. In an hour or so the accountant had straightened out the figures and had shown his client that he had in ready cash almost twice the amount he needed to meet his notes.

The president of a large wholesale house who grew up into his present job from that of advertising manager tells the Schoolmaster he was appalled when he first took charge of the advertising department. His firm sells a long list of general merchandise carrying full showings of a large number of lines. He wondered how he could possibly advertise these diverse lines intelligently without knowing them intimately.

"But how was I to get this knowledge?" he asked. "To become an expert in dry goods, for example, would take a lifetime. Meanwhile, how could I be learning what I ought to know about notions, shoes, drug sundries, crockery, playthings and a lot of other lines? I decided I would not try to learn these things for myself but would use what other people know."

In doing this, the advertising manager showed the marks of the genius which has put him where he is today. In his house there were and are the highest class experts in the various lines of merchandise. These men knew without being able to tell. The advertising manager did not know but could tell. Therefore he combined his talent with theirs with good results for all.

The man who knows things and can use what he knows is greatly to be desired. But the Schoolmaster doubts if such a man is as valuable in a business as one who can use what others know. Proceeding in this way he can bring to bear on his problems the concentrated knowledge and experience of many. Then, in time, he may be expected to know at least some of these things for himself.

\* \* \*

Popular impressions are dangerous guides. For example, it is a

## "A Welcome Sign to Motorists"

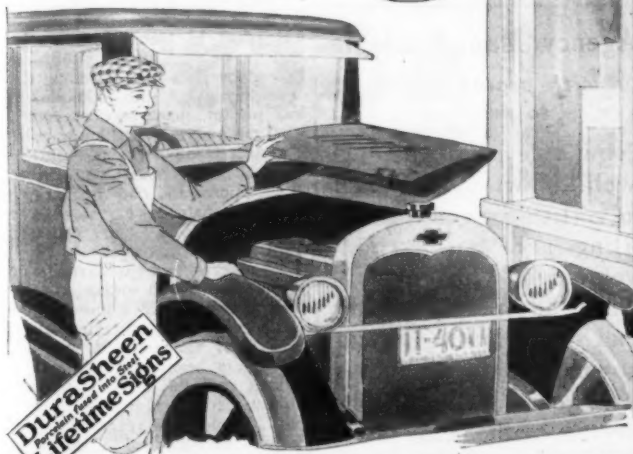
Even the sturdiest cars occasionally wear out a part; and even the finest tires occasionally blow out. When that happens, the touring motorist eagerly looks for the place where he can get genuine parts for his car or buy his chosen make of tires.

Signs like the Chevrolet and Firestone, DuraSheen Signs (porcelain fused into steel) ideally serve the purpose. Neither gas, oil, sun, rain nor weather can dim their permanent lustre. And soap and water keeps them clean and shining.

DuraSheen Signs can serve your purpose effectively, efficiently and inexpensively.



**Firestone  
TIRES**



# BALTIMORE ENAMEL

and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK



## **WANTED: A Young Man with Judgment, Plus Original Thought**

*The work is market research—formulating sales plans by combining sound thought with accurate data.*

*The position offers a permanent connection with large manufacturing organization where merit is quickly recognized—a starting salary of about \$3600 and an open door to advancement. Headquarters of the company are in New York City.*

*The position requires a man 30 or under, with college education, preferably in science or engineering, and with excellent command of English—a man whose mind is resourceful and scientific, but not academic.*

*Commercial experience is required. Market research experience not necessary, but highly desirable.*

*Answer by letter, telling just why you think the opportunity outlined above is *your* opportunity. Address "D," Box 69, Printers' Ink.*

## **Agency Man Available with proven ability to produce**

Now vice president of a well-known New York advertising agency handling new business development, also experienced in merchandising and sales plans. Present connection three and a half years. Closely connected with many well known accounts and in a position to make himself profitable quickly.

Address "L," Box 213, care of Printers' Ink.

popular impression, as well as a popular expression, that "everybody has a car." Yet *The Literary Digest*, in its survey book entitled: "Zanesville and 36 other American Communities," points out that: "More than 40 per cent of the homes visited by our investigators have no automobiles. Less than 7 per cent—and in Zanesville less than 3 per cent—have as yet reached the point of owning more than one car."

Then, in these days of extended radio station hook-ups and reports of 20,000,000 listeners, one is apt to get the impression that a radio set is a part of the equipment of every modern home. "And yet," this book points out, "84 per cent of the families in Zanesville and 63 per cent of the families in the thirty-six other American communities still have no radio."

\* \* \*

Long ago, the Schoolmaster lost track of the number of conventions he has attended. Perhaps it is better, for the sake of his own peace of mind, that he is unable to make even a guess, for there is no doubt that most of the time he has spent at conventions he has had to charge off to profit and loss—more loss than anything else.

In any event, the Schoolmaster has put in appearance at enough of these gatherings to know pretty well just what to expect each time he packs his bag. One of these expectations, and one which rarely fails to materialize, is what is tantamount to a lecture course in business history.

It appears to be a favorite device of convention speakers to take their listeners over a more or less (usually less) rapid review of the history of the subjects to which they have been assigned. If the talk is on bank advertising, it is almost certain that the audience will be told that years ago banks were cold-blooded institutions which did not advertise. If the talk is on public utility advertising, the speaker, more likely than not, will start off in this fashion: "It was not so many years ago that public utility companies felt that advertising was, for them, a useless expenditure." If the talk is



available—

## NATIONAL SALES MANAGER

The advertiser has a proven record of ability in building ordinary salesmen into producers, and creating the selling ideas and methods which are most vital. Of seasoned judgment and by nature adaptable. Particularly well acquainted with problems of marketing through Hardware, Department and Public Utility stores. Young, resourceful and energetic enough to do intensive field work. An investigation of his background will disclose a sound record of accomplishment. Has made good with every connection he ever had. Example: the first year in present position produced a 34 per cent increase when the industry's sales showed a minus. The first six months of 1927 shows a 27 per cent increase with the industry still lagging. Present remuneration \$9,600 plus a percentage of net profits. Christian, university graduate; married, with four children; 36 years old. Highest references from present and former associations.

Address, "H," Box 212, care of PRINTERS' INK,  
230 South Clark St., Chicago, Ill.

# YOUR MONEY'S WORTH

**A Study in the Waste of the Consumer's Dollar**

**By Stuart Chase and F. J. Schlink**

**T**HE advertising man would do well to read this book with some care . . . The authors have picked the weak spots in the advertising structure with rare shrewdness . . . Advertising men perusing these pages are due for a jolt or two."—*Advertising and Selling*.

"From the advertisers' point of view, there is considerable dynamite in this book . . . The frame of mind with which any reader will turn to the advertising pages (any advertising pages) is not difficult to imagine, and not particularly reassuring either."—*Sales Management*.

This book is reaching some 200,000 intelligent consumers, to whom you are also addressing your message. Can you afford to ignore it?

Price \$2.00 at any bookstore.

**The Macmillan Co.**

**New York**

## Nation - Wide Sale of Lumber

in markets thousands of miles away from sawmills makes price quotations indispensable to manufacturers and dealers — over 12,000 lumbermen get their weekly from the

**American Lumberman**

Est. 1873 CHICAGO A. B. C.

## LITHOGRAPHED LETTERHEADS

**\$1.25 per 1000**

IN LOTS OF 50,000  
25,000 at \$1.50—12,500 at \$1.75 or  
6,250 our Minimum at \$2.25 per 1000  
Complete—Delivered in New York

**ON OUR 20 LB. WHITE  
PARAMOUNT BOND**

A Beautiful, Strong, Snappy Sheet  
HIGHEST GRADE ART WORK AND ENGRAVINGS  
GEO. MORRISON COMPANY

560 West 22nd St. New York City  
SEND FOR BOOKLET OF PAPER AND ENGRAVINGS

## EASTERN REPRESENTATION for

**Publications of Merit**

**John Schaefer**  
Publishers' Representative

**55 WEST 42 St.**  
**New York**

on retail merchandising problems, the convention will be informed that years ago, merchandise was sold from barrels, instead of from the present-day packages.

Now history is a fascinating subject. What is more, there is much to be learned by taking an occasional look backward. But these historical references to which the Schoolmaster refers have been repeated with such frequency that they are becoming just a tiny bit tiresome. His most common nightmare is a convention scene in which a speaker is announcing in a stentorian voice: "Ladies and gentlemen: Fifty years ago, when advertising was in its infancy, most copy featured patent medicines. Today—" and then the Schoolmaster—very fortunately—awakes.

*Something* ought to be done about it. The very least that could be done, would be to pass a law.

And if our active legislators balk, perhaps convention program chairmen could be induced to appoint a censor whose sole task would be to eliminate all historical references from speeches. It is true that in his zeal, the censor might eliminate some really worthwhile history, but surely the sacrifice would not be too great when the worthy end to be achieved is realized.

\* \* \*

A manufacturer may have in a well-advertised product an unsuspected and effective advertising medium for a new product. A certain paint manufacturer, for example, has discovered such an advantage in one of his products, to his satisfaction and profit.

This manufacturer has, for many years, so consistently advertised a certain paint specialty that it is not saying too much to assert that his product can be obtained in

**Handlettering  
and Design**

**NICHOLAS J. AMEN**  
420 Madison Avenue, N.Y.  
Phone Murray Hill 5543

practically any city or town of the country. Dealers find it necessary to carry this specialty.

For some time, this manufacturer had been working on a lacquer. Competition, however, beat him to the market long before he was ready to spring his new product. When he was ready, he found the market closed. Too many others had stocked the dealer. Consumer advertising on the new product proved ineffective because retailers were impervious to requests for the new lacquer from the public. The dealer, in order to protect himself from the necessity of adding this line, would simply tell anyone who asked for the product that it was news to him if this company was actually making a lacquer. He was very positive in this attitude.

It was in an attempt to overcome this obstacle that the company turned its well-known specialty into an advertising medium. It revised the label on that product. Half of the space on the label of the established product was given over to a description of the lacquer. Attention was attracted to this description by printing shades of color in which the new product was obtainable.

The new label did the job. It enabled the consumer to meet the dealer's attitude of doubt or ignorance on the subject by pointing to the new label.

## Ideas for Copy

Ad writers will find many suggestions to turn immediately into good copy in these discussions of the core ideas—responsive chords—news value—persuasion—conviction—emphasis—style—directness and simplicity—long vs. short copy—economy—flattery—the definite prospect you have in mind, etc. Send for a copy on approval.

### WRITING ADVERTISING

BY JAMES D. WOOLF

Secretary of J. Walter Thompson Co.

(Cloth bound, 287 pages. You may

have it for 5 days examination then either return it or remit \$3.50.

Address Dept. M. 170

THE RONALD PRESS COMPANY

15 East 26 Street, New York, N. Y.

### If you use Direct-Mail—

You'll find POSTAGE—devoted to Advertising and Selling by Letters, Folders, Booklets, etc.—a good investment. Clip the heading of this ad, pin it to your letter-head and receive POSTAGE for 6 months. Bill for \$1 will follow. Every issue contains Direct-Mail Ideas you can use.

#### POSTAGE MAGAZINE

18 East 18th St. New York, N. Y.

Sales Executive at present employed desires to make a new connection. Best of reference. Address "G," Box 211, Printers' Ink

## Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Eighth Year.

# Brockton Daily Enterprise

### Printing 24,000 Daily

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line.

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### PRINTERS and BOOKBINDERS

Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C & P Presses with Miller Feeder, Multi-Color Presses, Folders, Punchers, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers Shears, Proof Presses.

At greatly reduced prices and upon most liberal terms.

AMERICAN TYPE FOUNDERS CO.  
Ninety-six Beekman Street  
New York City

**Publisher's Representative Wanted** to cover Cleveland and Pittsburgh for an established A. B. C. Industrial Class publication. Straight commission. Box 354, Printers' Ink.

**Save you money on publications.** Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

#### SALES REPRESENTATIVES

to sell new thrift idea in window displays to banks. A sound side-line proposition with liberal commission arrangement for experienced men traveling by car. State territory. Box 352, Printers' Ink.

**WANTED**—A man with advertising experience to represent a Canadian farm publication in the Chicago field, on a commission basis. A similar representative desired in the New York field. Write, stating experience, qualifications and age. Give references. Supply photo if possible. Box 333, Printers' Ink.

**Nationally known advertising and publicity specialist** will plan campaigns or render advisory service. Experienced in public relations, counsel and trade association needs. Organizations unable to employ regular advertising manager will find this a valuable opportunity. Box 335, Printers' Ink.

#### ART BUYERS Advertising Managers Purchasing Agents Salesmen

who desire to increase their earnings are offered a proposition of interest with a complete art service. No effort or time required or conflict with present work. Give details of present position. Box 342, P. I.

**FOR SALE**—Complete up-to-date stereotyping plant. Two drying tables, compressed air tank and Oldfield boiler. Practically new. Bargain to quick buyer. Box 341, Printers' Ink.

### ADVERTISING AGENCIES

can create extremely profitable new accounts; seeking organization or man for collaboration. Box 351, Printers' Ink.

### HELP WANTED

#### WANTED

Salesman for photo-engraver in South-east, with some knowledge of engraving, printing and direct-mail advertising. Box 1339, Charlotte, N. C.

**Advertising Representative** for high-class trade journal. Young man, about 30, with experience on trade journal. Good opportunity for advancement. Address, giving age, experience, reference, personal circumstances, Box 339, P. I.

**Old-established, internationally-known class weekly** desires advertising representative in New York, Boston, Chicago, Atlanta and San Francisco. Straight commission basis. Numerous live leads. Continuous sales promotion. Box 344, P. I.

### Copy Writer

Young man—must be a facile writer, and able to originate unusual layouts. Mention past experience, education, and salary desired to start. Box 343, P. I.

**Are you original?** Can you make attractive advertising layouts? Can you create ideas for the advertising solicitor to sell? Are you acquainted with rotogravure work? Do you think you can make a success as the head of the copy department of a Daily and Sunday newspaper published in a city of over a half-million people? Tell us your experience and salary wanted. Correspondence will be considered confidential. Box 337, P. I.

### SALES MANAGER

Experienced sales executive to take charge of the sales end of a large manufacturer of food products, grocery specialties, toilet preparations, soaps, drugs, etc., to the jobbing drug, grocery, department-store and chain-store trade. In business for over twenty years selling direct to consumer. Only a man with successful sales experience in the above lines can qualify. An unusual opportunity for the right man. Write, giving former experience and past history. All answers strictly confidential. Box 334, P. I.

**WANTED**—Someone who has had successful experience collecting slow and bad mail-order accounts. Box 338, Printers' Ink.

## ADVERTISING ARTIST

No "world beaters" need apply, BUT—if you are young, enthusiastic, willing to work, intelligent, able to accept advice without grouching, and understand layout—especially newspaper advertising layout and typography—then we'll pay you a reasonable salary to start and give you every chance to make good with an established Agency that's hitting the ball. Write for interview. Box 353, P. I.

## SPECIAL EDITION SALESMEN

can make quick connection and handsome profits on strictly commission basis. New York City publication (not daily newspaper), 45 years old, with good background and housed in its own million-dollar building, is preparing to put on a special edition and wants high-calibre special edition men who are willing to work on a straight-commission basis without drawings or advances until ability is proven. The rates are low, commissions are liberal and the field is large right in New York. Box 358, Printers' Ink.

## POSITIONS WANTED

Young man, who can write copy, make layouts, and who is thoroughly experienced in production, desires position with growing agency or corporation. Box 350, Printers' Ink.

## AGENCY POSITION

College graduate, single man. Five years' commercial experience. Have taken some courses in advertising. Active mind. Good command of written English. Desire position with opportunity ahead. Box 346, P. I.

## Copy Writer

Ten years copy chief New York agencies on big accounts. Box 345, Printers' Ink.

## THIS MAN

Of value to concern seeking an able and experienced SALES-ADVERTISING EXECUTIVE Record, credentials, proving ability upon request. (Present company liquidating.) Box 340, Printers' Ink.

## ARTIST

who does exceptional figure work seeks new connection. My drawings have pep and character. They're DIFFERENT—because I get them from life with a pocket pad. Box 348, Printers' Ink.

## Right Hand Man

Capable writer, designer, account executive, art director and advertising manager. Agency, manufacturing, publishing and direct-mail experience. Versatile, practical, presentable and reliable. Go anywhere. Box 347, Printers' Ink.

**I WANT A JOB**—Space selling, agency or sales. Have had six years' experience in magazine representation. Well acquainted. Age 27, college trained. Write copy. Closing own business pub. rep. Appreciate any dignified offer having future possibilities. Box 355, P. I.

## COPY and LAYOUT MAN

COPY, LAYOUT and SERVICE man available September 1st. Nine years' experience Direct-Mail campaigns, house-organs, sales bulletins. Editorial experience. Knowledge of Merchandising, Art Work, Printing, Engravings. Can do contact work. Good appearance, good education, good man. Box 356, P. I.

## PUBLICITY DIRECTOR

with successful experience in welfare and publicity work with nationally known manufacturer, and now on the editorial staff of leading daily in Northern New Jersey, desires to obtain position with industrial concern requiring the services of an expert in public relations work. Box 357, Printers' Ink.

## COPY WRITER OF WELL-KNOWN NATIONAL-MAIL ORDER—AND DIRECT MAIL

interesting story awaits organization requiring unusual experience in writing actual tangible result-producing copy for quarter-to-million-dollar accounts; accustomed salary, \$150 weekly; go anywhere. Box 349, Printers' Ink.

## AN ARTIST— IDEAS—AND ABILITY TO EXECUTE THEM!

He can rough up layouts, originate plans for every form of advertising, and can finish drawings in every media—figure-work, lettering, design, pen-and-ink-wash, color, etc. Would prove an invaluable addition to any progressive advertising agency. Salary requirements moderate. Write Box 336, Printers' Ink.

## CAN YOU

USE A { SALES PROMOTION  
ADVERTISING MAN-  
AGER, SALESMAN AND  
ACCOUNT EXECUTIVE  
ALL "ROLLED INTO ONE"!

Here's one ready to assist you in your marketing problems, sales promotion advertising, publicity, direct-mail and house-organ work. He can aptly be called an "investment."

For the past 1½ years an advertising manager of \$300,000,000 manufacturing and marketing organization.

2½ years successful account executive, 1 year national representative for two of the largest papers in the country.

A reputable firm, young or old, recognizing its need of modern sales builders, will find this man a profitable investment.

He's Christian, 27, single, university graduate, a fair golf partner, well acquainted throughout Eastern states. His salary demands are reasonable. Your correspondence will be held confidential, of course.

Address "J"

GRANT & WADSWORTH, INC.  
342 Madison Ave., New York City

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*The* JOHN H. DUNHAM *Company*  
ADVERTISING

TRIBUNE TOWER • CHICAGO

An  
advertising agency  
of some forty people, about half of  
whom constitute the creative staff . . .  
[plans, copy and art] . . . An organi-  
zation large enough to produce the ad-  
vertising for accounts of magnitude . . .  
[such as Armour & Company, Soap  
Division, or Alfred Decker & Cohn]  
. . . A staff of sufficiently varied character  
and experience to cope with the tasks  
arising in widely divergent industries  
. . . [example: radio, cosmetics] . . . A  
group so compactly and harmoniously  
constituted as to bring to any adver-  
tising problem the combined effec-  
tiveness of personal and  
organization service.



July 7, 1927

President of Calumet Baking Powder Company says: "We rely chiefly on The Chicago Tribune in Zone 7"

**CALUMET BAKING POWDER CO.**

400-422 FILMORE STREET  
CHICAGO

CABLE ADDRESS "CALBAKPO"

WHEN REPLYING REFER TO 17

January 8, 1927

Chicago Tribune,  
Chicago, Illinois

Sir:

I thought it might interest you to know that the returns from our 1926 advertising campaign in the Chicago Tribune have been very gratifying indeed and have again confirmed our opinion that the Chicago Tribune can always be relied upon to produce the desired results.

After thirty-eight years of promoting trade through newspaper advertising, I am firmly convinced that it is a very effective and among the least expensive means of stimulating and maintaining demand, not only in specified districts, but in a sweeping national way as well.

Our strict adherence to newspaper advertising is based entirely upon tangible results. It enables us to reach the consumer forcibly and economically.

In closing I wish to express my sincere appreciation of your excellent cooperation and assistance, which has contributed materially to the success of our advertising in the world's greatest newspaper.

Very truly yours

CALUMET BAKING POWDER CO.  
*Wm. H. Wright*  
President

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

SUPREME IN CHICAGO

First in Advertising — First in Circulation